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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**

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No. 1138



## FCC OMITS SUMMER VACATION; BUSY SUMMER AHEAD

The Customary Summer recess which the Federal Communications Commission has observed in past years will be passed up this year, according to plans of Chairman Frank R. McNinch, and a quorum of the Commission will be on hand at all times to transact business.

With several investigations underway and a reallocation in the offing, the FCC will be the busiest it has been during the Summer season since it was organized.

While the super-power hearing has ended, except for oral arguments, two other hearings are scheduled for this month and FCC investigators are gathering data in preparation for the monopoly probe in the early Fall.

Oral arguments will be heard by the full Commission throughout July and possibly in August.

Chairman McNinch plans to permit one or possibly two Commissioners to take vacations simultaneously. In previous years the FCC left only one Commissioner to look after routine matters while the remainder went to vacation resorts. The Chairman was to take a two week's rest beginning this week-end.

On July 18th the super-power committee, headed by Commissioner Norman Case will hold a hearing on the application of Station WLW for renewal of its special experimental license to operate with 500 KW. A renewal of clashes between Commissioner George Henry Payne and Powel Crosley, Jr., owner of WLW, is expected.

Commissioner Payne was responsible for the hearing as he was acting in the one-man job of passing on broadcasting applications when WLW made its periodical request for a renewal of license. Instead of granting the application automatically, as the FCC had done in the past, he scheduled it for a hearing.

The inquiry will be particularly significant in view of the action of the Senate opposing any change in FCC rules which would permit the operation of broadcasting stations with power in excess of 50 KW.

However, the FCC will not be bound by this resolution as Senator Wheeler (D.), of Montana, its author, stated on the Senate floor that it was not intended to apply to stations already using more than 50 KW.

THE HISTORY OF THE UNITED STATES

The first part of the history of the United States is the period from the discovery of the continent by Christopher Columbus in 1492 to the establishment of the first permanent settlements in 1607.

The second part of the history of the United States is the period from the establishment of the first permanent settlements in 1607 to the American Revolution in 1776.

The third part of the history of the United States is the period from the American Revolution in 1776 to the end of the Civil War in 1865.

The fourth part of the history of the United States is the period from the end of the Civil War in 1865 to the present time.

The fifth part of the history of the United States is the period from the present time to the future.

The sixth part of the history of the United States is the period from the future to the end of the world.

The seventh part of the history of the United States is the period from the end of the world to the beginning of the next world.

The eighth part of the history of the United States is the period from the beginning of the next world to the end of the next world.

The ninth part of the history of the United States is the period from the end of the next world to the beginning of the next world.



Action on applications of WLW and a dozen other stations for regular authorization to use 500 KW. has been postponed until after the FCC decides whether it will change its rules, which now limit power to 50 KW.

On July 25th the Commission will hear oral arguments in the matter of frequency allocation to services in the bands from 30,000 to 300,000 kc. This will be a follow-up of the testimony given last week by communications carriers which objected, among other things, to the allocation of so many channels to television.

Commissioner Thad H. Brown will go to Cleveland on July 18th to open hearings on radio matters in connection with the Great Lakes and inland waters survey.

The FCC shortly will announce rules for the guidance of broadcasting stations which will time to political candidates, and it is likely that it will have to pass upon complaints from politicians and stations from time to time as the campaign grows warmer.

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#### CASE REAPPOINTED; MC NINCH TO STAY ON

Reappointment of Norman S. Case, former Governor of Rhode Island, as a Republican member of the Federal Communications Commission was announced Thursday at Hyde Park. As it is a recess appointment, Commissioner Case cannot be confirmed by the Senate until Congress reconvenes next January.

Meanwhile, Chairman Frank R. McNinch stated that he has no intention of returning to the Chairmanship of the Federal Power Commission in the immediate future. Although he was drafted for the FCC job by President Roosevelt last Fall on a temporary leave from the Power Commission, it now appears that he will remain at least until Congress returns and possibly permanently.

When he took over the FCC helm, Commissioner McNinch indicated that he would have the Commission and the broadcasting industry in order by the first of this year. That the task was larger than he surmised became apparent shortly. Then, when Congress began talking of an investigation of radio, he remained to prevent it.

Now he has the job of conducting a monopoly inquiry of his own, probably early this Fall, and there is little doubt that Congress will demand a strict accounting of his findings next session.



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Meanwhile, the enmity between Chairman McNinch and Commissioner George Henry Payne is keeping the Commission boiling with internal politics.

Commissioner Case, who has been acting as Chairman of the Super-Power Committee of the FCC, is one of the most popular members of the Commission. He was first named on the FCC in 1934 for a four-year term. His new term will be seven years.

A native of Providence, R. I., Commissioner Case is of colonial and Mayflower ancestry, his forebears coming to Rhode Island with Roger Williams. He is a graduate of Brown University and the Boston University Law School.

During his services with the American Expeditionary Force overseas, he served as a general staff officer under Maj. Gen James G. Harbord, who is now Chairman of the Board of the Radio Corporation of America.

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#### FCC ENGINEER DEFENDS CLEAR CHANNEL ALLOCATION

Closing the Federal Communications Commission's super-power hearing this week, Andrew Ring, Assistant Chief Engineer of the FCC, defended the proposed allocation of 25 entirely clear channels to Class 1-A stations.

Under cross-examination by George Porter, of the Commission's legal staff, Mr. Ring said it would be dangerous to permit more than one station to operate on these channels until it was determined whether they would give adequate service to rural areas.

The National Independent Broadcasters had suggested a duplication of services on the clear channels earlier in the week through its engineer witnesses and George O. Sutton, counsel.

E. C. Page, consulting engineer, proposed that the rule defining Class 1-A operation be modified to provide that there be no "objectional interference" to the secondary service of stations on the 25 clear channels. He urged retention of the 50 KW power limit.

Other witnesses heard during the final week were: John V. L. Hogan, New York consulting engineer, in behalf of Station WQXE, New York; Paul M. Segal, Washington attorney, for WWL, New Orleans, and Mrs. Mabel Walker Willebrandt, former Assistant Attorney General, for WHDH, Boston.

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1. The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that proper record-keeping is essential for the transparency and accountability of the organization. This section also outlines the various methods used to collect and analyze data, ensuring that the information is reliable and up-to-date.

2. The second part of the document focuses on the implementation of the proposed changes. It details the steps involved in the transition process, from the initial planning phase to the final execution. This section also addresses the potential challenges that may arise during the implementation and provides strategies to overcome them.

3. The third part of the document discusses the long-term impact of the changes. It highlights the expected benefits, such as improved efficiency and cost savings, and provides a timeline for when these benefits are anticipated to be realized. This section also includes a discussion on the ongoing monitoring and evaluation of the changes to ensure they are meeting the intended goals.

4. The fourth part of the document provides a detailed overview of the financial aspects of the project. It includes a breakdown of the estimated costs and a comparison of the expected benefits against the initial investment. This section also discusses the funding sources and the timeline for the financial review.

5. The fifth part of the document discusses the legal and regulatory requirements that must be met. It outlines the various laws and regulations that apply to the project and provides a checklist of the necessary steps to ensure compliance. This section also includes a discussion on the potential legal risks and how to mitigate them.

6. The sixth part of the document discusses the human resources aspects of the project. It outlines the roles and responsibilities of the various team members and provides a timeline for the recruitment and training process. This section also includes a discussion on the potential impact of the changes on the existing workforce and how to manage any resulting issues.

7. The seventh part of the document discusses the communication and public relations aspects of the project. It outlines the various channels and methods used to communicate the changes to the public and provides a timeline for the communication strategy. This section also includes a discussion on the potential public relations risks and how to manage them.

8. The eighth part of the document provides a summary of the key findings and conclusions. It highlights the main points of the document and provides a clear and concise overview of the project. This section also includes a discussion on the next steps and the overall outlook for the project.



7/1/38

## RADIO HAS IMPORTANT PLACE ON N.E.A. PROGRAM

Radio as an educational medium occupied an important place on the program of the National Education Association convention in New York City this week.

One of the highlights was a demonstration of the technique of adapting radio's educational facilities to the ordinary schoolroom by the CBS Department of Education. High School pupils, who witnessed the demonstration, "easily eclipsed a group of professional radio artists as the center of interest", according to the New York Times.

CBS presented a slightly revised dramatization of "Propaganda", an "American School of the Air" program that was awarded the Institute of Education by Radio's prize as the outstanding broadcast for American schools in 1937. H. V. Kaltenborn acted as commentator.

After the simulated broadcast, Dr. Ignatius Donnelly Taubeneck, Director of Social Studies and Public Speaking at the Bronxville High School, took charge of the class and guided it through a forty-minute spirited discussion of the program.

The pupils "expressed their enlightenment from the method of presentation of the avenues and techniques of propaganda, and then challenged any one to inform them how to distinguish authentic statements from propaganda", the Times reported. "They have, it appeared, a highly developed skepticism toward facts presented to them by the press, the radio and the school system.

"They asked the audience, they asked one another, and especially they asked the radio commentator H. V. Kaltenborn, how to know which sources to trust and which to distrust. They hazarded the belief that if the newspapers, the radio and the school system could be 'cleaned up' their doubts might be resolved.

"Unanimously they announced their belief in free speech and concurred in the declaration that as long as such discussions could be held democracy is effective in this country, and that counter-propaganda is the best defense against propaganda - except that in dictator countries there is no counter-propaganda."

Earlier in the week Dr. James Rowland Angell, President Emeritus of Yale University, hailed the radio as a force for the promotion of democratic ideals in an address on radio in education at the Center Theatre in Radio City.

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Lord Stanhope, President of the British Board of Education, addressed the delegates over a short-wave system connecting England and France with America. He emphasized the value of international broadcasting in teaching the ideals of good government.

From France, Jean Zay, French Minister of Education, said international broadcasting was an important aid to democracy.

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#### BROADCAST INDUSTRY PAYS TOP WAGES, U. S. SAYS

The radio broadcasting industry pays the highest wages to its full-time station employees of any industry in the country, Broadcasting Magazine, trade organ, quotes the U. S. Bureau of Labor Statistics as reporting.

The average weekly pay is \$45.12 for some 17,000 workers in 631 stations. This figure includes the salaries of executives. Some 5,820 part-time employees received an average weekly wage of \$18.97 during the week of March 6th, the U. S. Bureau stated.

"If the week is judged as a typical one for the industry, aggregate payrolls for the year would amount to approximately \$45,825,000", Broadcasting comments. "This figure, when checked against the 1937 financial statement for the industry prepared by the FCC (Broadcasting June 15) reveals that substantially more than half of broadcast station income (56%) is expended in payrolls. The FCC income tables showed 624 reporting commercial stations during 1937 had net sales of \$81,649,718, and net income of \$15,412,128."

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#### OPINIONS IN WIRE RATE CASE ARE RELEASED

The Federal Communications Commission on Friday released its majority and minority opinions in the case of the application for a 15 percent rate increase by Western Union, Postal, and other communications companies. The dissenting opinion was written by Commissioner T.A.M. Craven and signed also by Commissioner Norman S. Case.

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## A. T. &amp; T. DEFENSE TO BE STUDIED BY FCC

Before submitting its final report to Congress on the \$1,500,000 telephone rate inquiry, the Federal Communications Commission will give "appropriate study and consideration" to the replies of the American Telephone & Telegraph Co., Chairman Frank R. McNinch announced this week.

An order, offered by Mr. McNinch and seconded by Commissioner T.A.M. Craven, was adopted unanimously by the Commission. It read:

"It is hereby ordered that the responses filed by the American Telephone and Telegraph Company with the Commission in answer to specific exhibits and testimony introduced during the telephone investigation be given appropriate study and consideration in the preparation of the final report of the Commission to the Congress on the telephone investigation."

The Commission's action followed protest by the company against the refusal of Commissioner Walker, who conducted the inquiry, to permit it to cross-examine witnesses at the public hearings or to offer testimony in rebuttal to exhibits entered on behalf of the Commission.

"The inquiry, which ran almost a year, resulted in the submission to Congress on April 1st of a "proposed report" the highlight of which was an assertion that telephone rates might be reduced as much as 25 percent under certain conditions without interrupting the existing net revenues.

Mr. McNinch emphasized at that time that the report was only a "proposed" one to be submitted to the full Commission for its study with a view to determining as early as possible the form and content of the actual report requested by Congress.

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## NEW STATION AUTHORIZED; ANOTHER RECOMMENDED

The Federal Communications Commission this week granted a construction permit to Harry Schwartz, Tulsa, Okla., for a new broadcasting station to operate on 1310 kc. with 250 watts power daytime.

At the same time Examiner Tyler Berry recommended that the Garden Island Publishing Co., Ltd., of Lihue, Hawaii, be granted a permit to build and operate a station using 1500 kc., with 100-250 watts power.

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## SUPER-POWER HEARINGS END; ACTION TO BE DELAYED

Culminating four weeks of testimony, the Super-Power Committee of the Federal Communications Commission concluded its hearing this week and postponed the WLW case until July 18th.

Indications were that the new FCC rules on which the hearing was held will not become effective before late this year or early 1939. Commissioner Norman S. Case, Chairman of the Committee, said that respondents will be allowed 30 days to file briefs after which the Committee will proceed to write its report.

As the full Commission must act upon the recommendations of this Committee after hearing oral arguments, it appeared unlikely that the new rules could be made operative for some months to come.

The major issue to be decided is whether the FCC rule limiting regular broadcasting power to 50 KW. is to be changed so as to permit operation of super-power stations. The stand of the Commission and the FCC engineers up to this time has been against the change, and the action of the Senate in adopting a resolution opposing super-power is certain to have its effect on the Commission's findings.

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## CBS REPORTS BEST SIX MONTHS IN HISTORY

Within the past three weeks, at the close of the biggest six-month period in history, the Columbia Broadcasting System has signed contracts for future business representing a 175% gain over the same period a year ago, a CBS release states.

Preliminary estimate for January through June, 1938, shows a cumulative total well over \$15,500,000 - some 5% better than the first six months of 1937, and even further ahead of any other half-year in the company's career.

New business - over and above a score of renewal and resumption contracts - totals nearly \$2,500,000 on CBS books already.

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THEORY OF THE EARTH

The theory of the earth is a branch of geology which deals with the origin and development of the earth and its various parts. It is a science which seeks to explain the processes which have shaped the earth and its features. The theory of the earth is based on the study of the earth's structure and the forces which have acted upon it. It is a science which is constantly developing and changing as new discoveries are made.

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THEORY OF THE EARTH



## U. S. AWARDS CONTRACT FOR RADIO SAFETY DEVICE

The U. S. Bureau of Air Commerce has awarded a contract for the design, manufacture and installation of its new airplane instrument landing system to the International Telephone Development Company of New York, a subsidiary of the International Telephone and Telegraph Corporation, it was announced this week. The system will be built from complete performance specifications worked out by the Bureau of Air Commerce in its search for the ideal radio landing system for American aviation conditions, and will be installed at Municipal Airport, Indianapolis, Ind., for use by the commercial transport lines. If it meets the expectations of the Bureau, it will be applied at principal airports as the American means of defeating weather conditions unfavorable for landing.

Equipment is to be provided at Indianapolis for four wind directions on two concrete landing runways crossing at right angles North West by South East and North East by South West. The order involves a trailer carrying main and spare localizer beam transmitters with means to connect to fixed localizer antennas at four points. There will also be a trailer bearing main and spare glide path beam transmitters with an antenna. Also four sets of "marker" beacons each consisting of an outer marker two miles from the field and an inner marker near the boundary of the landing field. Equipment will be provided for the airport control tower for remote control of the various transmitters and for visual automatic alarm in the case of trouble in any part of the system. The localizer beam establishes for the aircraft the direct line to the airport runway, the glide path beam provides the exact line of descent to the runway, the outer marker establishes the beginning of the glide path, and the inner marker signals that the runway has been reached.

The International Telephone and Telegraph Corporation has been engaged extensively in the development and manufacture of instrument landing apparatus through various of its subsidiaries abroad. The I. T. & T. systems are in use at more than fifty airports in Europe, South America and Australia and are being adapted to America's higher speeds and greater distances. The Corporation conducted last May the first demonstration of commercial type instrument landing equipment in the United States at the Indianapolis airport where the Department of Commerce system is to be tried.

The Department of Commerce in its specifications for the new system has coordinated what it regards as the outstanding features of the several principal systems which have been developed. It expects the result to become the official system which will provide airports and planes in the United States with a uniform method of instrument landing.

1. The first group of people who are not in the labor force are those who are not in the labor force because they are not in the labor force.

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The equipment will be designed by I. T. & T. engineers. The receiving apparatus for the airplanes will be designed by the Bell Telephone Laboratories and will be made by the Western Electric Company.

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## NETS COOPERATE IN N. Y. U. RADIO COURSE

With the cooperation of all the major networks, the New York University Radio Workshop will open next Tuesday and continue for six weeks, it was announced yesterday (Thursday) by Douglas Coulter, CBS Assistant Program Director and Director of the Workshop.

Sixty-three men and women from nineteen States in all sections of the country have already registered for the Summer session, Mr. Coulter stated. The group represents a variety of businesses and professions, students including theater directors, attorneys, librarians, a dietitian, salesmen, brokers, writers, musicians, college and high school teachers, school principals, and a college dean.

The courses have been designed to give practical training to persons interested in radio as a career.

Mr. Coulter announced that Frank E. Mason, Vice-President and Assistant to the President of the National Broadcasting Company in charge of the International Department, will deliver the first of a series of Tuesday evening special lectures on July 5th on "Network Operation and Shortwave Broadcasting".

Other guest lecturers will be Theodore C. Streibert, Vice-President of the Mutual Broadcasting System and Vice-President and General Manager of WOR, on "Local Station Operation"; Roy Durstine, President of Batten, Barton, Durstine & Osborne, Inc., on "Showmanship in Advertising"; Paul Whiteman, on "The Radio Orchestra"; Deems Taylor, music consultant of the Columbia network on "Serious Music and the Radio"; Dr. Peter C. Goldmark, Chief Television Engineer of Columbia, on "Television"; J. R. Poppele, Chief Engineer of WOR, on "Radio Engineering"; and Robert J. Landry, Radio Editor of Variety, on "Radio Trade Publishing and Publicity."

The teaching staff of the Workshop will include, in addition to Mr. Coulter, Lewis Titterton, Manager of the Script Division, NBC, and members of his staff, on script writing; Max Wyle, Director of Scripts and continuity for CBS, also on script writing, using his own text, "Radio Writing"; Earle McGill, Casting Director for CBS and instructor in production for the Workshops of 1936 and 1937; Robert S. Emerson, Assistant in Production at CBS, who will lecture on radio acting and conduct field trips; William A. Wheeler, Jr., Acting Production Director of the Educational Radio Project, U.S. Office of Education, who will be studio technician and assistant in production.

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7/1/38

## TWO-THIRD OF RADIO PROGRAMS ARE SUSTAINING

Two-thirds of the programs of U. S. broadcasting stations, as examined for a typical week, that of March 6th, by the Accounting Department of the Federal Communications Commission, are sustaining, according to data submitted to the FCC Super-Power Committee. Only 34.55 percent of the broadcasts were commercial.

The information, based on answers to exhaustive questionnaires, showed that only 21,542 hours of 633 reporting stations were sold, while 40,810 hours were financed by the stations.

A break-down of the types of programs which predominate in the commercial and sustaining programs showed that music, light and serious, easily lead in the type of entertainment offered. The types of programs in percentages of time consumed are shown in the following table:

<u>Type of Program</u>	<u>Sustaining</u>	<u>Commercial</u>
Music	40.03%	12.42%
Dramatic	3.06	6.05
Variety	4.24	4.60
Talks and Dialogue	7.56	3.85
News	5.36	3.19
Religious & Devotional	3.15	2.00
Special Events	1.44	.77
Miscellaneous	<u>.61</u>	<u>1.67</u>
Total	65.45	34.55

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Station WGAL, Lancaster, Pa., joined the National Broadcasting Company as its 153rd affiliate on July 1st. The station is owned by WGAL, Inc., and operates full time on 1500 kilocycles with daytime power of 250 watts and night power of 100 watts.

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DUE TO THE GOVERNMENT OFFICES BEING CLOSED ON MONDAY, JULY 4TH, THERE WILL BE NO ISSUE OF THE HEINL NEWS LETTER ON TUESDAY, JULY 5TH.

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## CBS AND A.T. &amp; T. CITED IN JIMMY ROOSEVELT STORY

The fact that Jimmy Roosevelt, son of the President, got a large insurance policy from the Columbia Broadcasting System but failed to sell the American Telephone & Telegraph Company, form a part of a story, "Jimmy's Got It" by Alva Johnston, in the current Saturday Evening Post.

After recounting how young Roosevelt got the CBS insurance business away from a competitor, Mr. Johnston comments:

"The broadcasting industry is even more closely 'connected with the Government' than the air lines. The radio stations have to renew their licenses for air waves every six months. They are always in danger of punishment if they fail to please the Government. They are also eager for Government favors."

The writer ties in significantly the fact that "Jimmy" failed to get the A.T.&T. insurance business with the FCC \$1,500,000 investigation of the telephone company.

The story of Roosevelt's dealings with the A.T.&T. is recounted as follows:

"Jimmy has cured himself of the old bashfulness, but he still is less assured than some of his fellows. He has illustrated this by giving a humorous account of the time he went to W. S. Gifford, President of the American Telephone & Telegraph Co., to solicit the A. T. & T. insurance. He was accompanied, on this visit, by Congressman Hamilton Fish, of New York. Ham Fish is an important Republican and has been mentioned, from time to time, as a possible Republican candidate for President. Ham happens to be a director in one of the companies that Jimmy is associated with. The Congressman has been one of the most violent assailants of President Roosevelt. He hails from the Hyde Park vicinity, and has made speeches charging President Roosevelt with such things as underpaying his farm laborers. In Congress, he demanded an investigation of the President's income tax, claiming that it would reveal strange things. Because Ham had become such a thorn in the side of the President, he was the object, in 1936, of the Get Ham Fish campaign, a special drive to defeat him for Congress. But insurance makes strange bedfellows.

"The President's son and the President's enemy went to the A. T. & T. office together to solicit insurance from President Gifford. Ham did the talking. Ham was a famous Harvard football star in his day, and he brings into the insurance business the same bold, dashing, headlong attack that distinguished him on the gridiron. Jimmy, according to his account, was aghast at the blunt, bluff manner in which Ham stated what he and Jimmy could do for the A. T. & T. if they could get A. T. & T. insurance. Jimmy retired to the anteroom in confusion and let Ham do all the talking. Gifford's reply was that he had never made a recommendation about insurance since he was connected with the A. T. & T. He told them that they could go and see the auditor if they wanted to, but that he (Gifford) would not assist them. Jimmy and Ham sent a man to see the auditor, but they got no A.T.&T. insurance."

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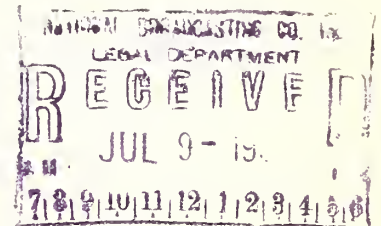
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No. 1139





## POLITICAL BROADCAST RULES ARE ANNOUNCED

Rules which make more specific provisions of the Communications Act relative to political broadcasts were adopted by the Federal Communications Commission this week and made effective as of July 1st. While introducing no innovations in policy, the rules are aimed at helping broadcasters observe the law.

Chairman Frank R. McNinch stated that the FCC will see to it that the regulations are rigidly observed although he admitted that problems may arise which are not covered in the rules.

"While no set of rules or statutes can specifically cover all situations that may arise", he said, "conformity to the spirit as well as the letter of these rules will enable stations to make their facilities available to political candidates upon terms and conditions which will assure fair treatment to all.

"The Commission will, of course, insist upon good faith in the application of these rules and will deal vigorously with infractions thereof."

The rules paraphrase and elaborate the pertinent section of the Federal Communications Act. The most important states that "no station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities, provided that such licensees shall have no power of censorship over the material broadcast by any candidate."

The rules also provide that the same rates must be charged all candidates for the same office, without rebates directly or indirectly. They likewise nullify any contracts or agreements which have the effect of excluding any qualified candidate for the office. Legally qualified candidates are defined as those who have met the requirements prescribed by local, State and Federal law.

All licensed stations are required to keep and permit public inspection of a complete record of all requests for broadcast time, together with appropriate notations regarding the disposition of the requests and the rates charged if they are granted.

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7/8/38

## McNINCH VERY ILL IN NAVAL HOSPITAL

Chairman Frank R. McNinch this week was in Naval Hospital, Washington, being treated for severe stomach disorders from which he has been suffering for some time. While his condition was said to be serious, FCC officials said they expected him to be back on the job by the middle of the month.

The severe strain of his work since taking over the Chairmanship of the FCC was said to be largely responsible for his condition although he had suffered from cilitis previously. This is the first rest he has taken since assuming the FCC post last Fall.

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## RADIO OPERATORS TO PROTEST RULES JULY 11

The nation's radio operators will be given a hearing next Monday by Chief Engineer E. K. Jett on the new rules of the Federal Communications Commission governing them.

A number of protests against the rules, especially the new regulation which requires examinations every five years, are to be aired at the hearing.

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## PERRY, FORMER RADIO COUNSEL, DIES

William Armstrong Perry, radio counsel to the Payne Fund, died this week in Westport, Conn. He was 61 years old.

His study, "Radio in Education", was published by the Fund. Fund lent him to the National Advisory Committee on Radio in Education, of which former Secretary of the Interior Wilbur was Chairman. Mr. Perry directed the Committee's survey of educational broadcasting facilities and in 1933 made a survey of educational broadcasting in European countries, published in The Congressional Record.

Later he was the first specialist in radio in the United States Office of Education, and in 1934 became Director of the Service Bureau of the National Committee on Education by Radio.

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THE HISTORY OF THE

REIGN OF

CHARLES THE FIRST

BY

JOHN BURNET

OF THE UNIVERSITY OF OXFORD

IN TWO VOLUMES

LONDON

Printed by J. St. John, at the

PRINTERS

OF THE UNIVERSITY OF OXFORD

IN THE YEAR 1680

AND

THE

REIGN OF

CHARLES THE SECOND

BY

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AND

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REIGN OF

CHARLES THE SECOND



7/8/38

## RADIO ADVERTISING RISE FORECASTS DEPRESSION END

The upward trend of radio advertising on the three major networks, disclosed this week, gives credance to statements by Secretary of Commerce Daniel C. Roper, RFC Chairman Jesse Jones, and others that this Fall will see the end of the present business depression.

NBC, CBS, and Mutual all reported record times sales for June and for the first half of 1938.

Advertisers in June increased their use of NBC facilities for the first half of 1938, or rather for seven successive months, over comparable periods a year ago, with gross billings rising to \$3,200,569, up 6.6. percent, or \$196,182, over June, 1937. The June total, continuing the series of record months, brought the cumulative total for 1938 to \$21,023,674, up 5.4 percent over 1937, the highest for any similar period in the company's history.

Commercial broadcasting on the CBS network for June, 1938, totaled \$2,120,235, closing the first six months of the year 5.3% ahead of 1937. Cumulative figure, \$15,581,295, represents the best half-year for any network in the history of radio. June, 1938, gross was 14.4% behind the same month of 1937, when a record high of \$2,476,576 soared 64.8% over the previous June.

A 15.1 percent increase in time billings for the first six months of 1938 is reported for the Mutual Broadcasting System in comparison with the same period in 1937. Total billings for this period in 1938 were \$1,342,182. For the first six months of 1937 they were \$1,165,620.

Total billings for June, 1938, were \$202,412. For the same month in 1937 they were \$117,388. Billings for May, 1938, were \$194,201. The percentage of increase for June, 1938 over the same period in 1937 is 72.4 percent.

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Sales of private radio receiving licenses in Canada during the fiscal year ended March 31, 1938, totaled 1,104,207, recording an increase of 6.3 percent compared with the corresponding period of the preceding year, according to statistics made available in Canada and reported to the Department of Commerce by the office of the American Commercial Attache at Ottawa. All provinces with the exception of Saskatchewan reported an increase in the sale of radio licenses during the past fiscal year, the report stated.

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# THE HISTORY OF THE UNITED STATES

The history of the United States is a story of growth and change. It begins with the first settlers, who came to the Americas in search of a new life. They found a land of opportunity, but also one of hardship. The early years were marked by struggle and sacrifice, as the settlers fought to establish a new society in a remote and often hostile environment.

The story of the United States is a story of the people who have shaped it. From the first settlers to the present day, the people of the United States have worked hard to build a nation that is free, just, and prosperous. They have faced many challenges, but they have always found a way to overcome them.

The history of the United States is a story of the values that have shaped it. From the beginning, the people of the United States have valued freedom, justice, and equality. These values have been the foundation of the nation, and they continue to be the guiding principles of its development. The people of the United States have always stood for these values, and they will continue to do so in the future.

The history of the United States is a story of the progress that has been made. From the first settlers to the present day, the people of the United States have made great strides in many areas. They have built a strong economy, a powerful military, and a vibrant culture. They have also made significant progress in the areas of science, technology, and the arts.

The history of the United States is a story of the challenges that have been faced. From the early years of settlement to the present day, the people of the United States have faced many difficulties. They have fought wars, experienced economic crises, and faced social and political challenges. But they have always found a way to overcome these challenges and move forward.

The history of the United States is a story of the future that has been envisioned. From the beginning, the people of the United States have dreamed of a better life. They have worked hard to create a nation that is free, just, and prosperous. They have also dreamed of a future that is even better. They have set goals and aspirations, and they have worked hard to achieve them.

The history of the United States is a story of the people who have shaped it. From the first settlers to the present day, the people of the United States have worked hard to build a nation that is free, just, and prosperous. They have faced many challenges, but they have always found a way to overcome them. They have also dreamed of a better future, and they have worked hard to achieve it.

7/8/38

## RADIO EMPLOYMENT RISES; RCA ADDS 1,200

Coincident with an announcement by the U. S. Bureau of Labor Statistics that the radio industry showed a substantial increase in employment for April, George K. Throckmorton, President of the RCA Manufacturing Co., Inc., Camden, N. J., stated this week that more than 1,200 new employees had been added to the normal 8,500 during the past month.

The employment increase noted by the Bureau of Labor Statistics for last Spring was the first in the radio industry since last September, while the payroll rise was the first since August, 1937.

The increase in radio factory employment in April, 1938, was 2.3 percent, but still leaving it 44.4 percent below radio employment in April 1927. The April index figure was 88 percent, compared to the March index figure of 86 percent, and to the February index of 95.4 percent.

Radio factory payrolls last April increased 13.7 percent above March payrolls, but were still 45.5 percent below radio payrolls of April, 1937. Average weekly earnings last April of radio factory employees were reported at \$20.91, an increase of 11.2 percent over the March average, but 1.9 percent below the April, 1937, average weekly earnings. The April national average of all manufacturing industries was \$22.28, a decrease of one percent from March, and that of all durable goods manufacturers was \$24.16, an increase of .2 percent, but 18.2 percent below the April, 1937, average.

Average hours worked per week in radio factories last April were 33.5 hours, an increase of 8.8 percent over the previous March average of 30.7 hours, but were 7.8 percent below the average working hours of April, 1937.

Average hourly earnings last April by radio factory employees were reported at 62.6 cents, an increase of 1.8 percent over the March average of 61.6 cents but they were 7.7 percent above the April, 1937, average. The national average hourly earnings of all manufacturing industries last April was 65.2 cents, a decrease from March of .3 cents. The national average of all durable goods manufacturers in April was 72.2 cents, a decrease of .1 percent but this average was 2.8 percent above the April, 1937, average.

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7/8/38

## DEMPSEY NAMED COUNSEL IN MONOPOLY PROBE

Appointment of William J. Dempsey as Special Counsel of the Committee of the Federal Communications Commission investigating charges of monopoly within the broadcasting industry was announced this week through the office of Chairman Frank R. McNinch.

Public hearings, Chairman McNinch said, will get under way about September 1st. Meanwhile, preliminary investigations and the gathering of voluminous data will continue.

"The investigation, which is expected to provide a comprehensive factual basis for the formulation of special regulations applicable to chain broadcasting and, possibly, revision of the Commission's regulations governing broadcasting generally, will be conducted in a thorough, impartial, and business-like manner" the McNinch statement said. "Should it appear from the facts developed in the course of this investigation that amendment of the Communications Act of 1934 is desirable or necessary, the Commission will be ready to submit recommendations for legislation when the Congress convenes for its next regular session.

"Preliminary work in connection with the investigation has been under way for several months and will be carried forward aggressively. It is not believed, however, that hearings will be commenced until about the first of September in view of the vast amount of work that still remains to be done on this phase of the investigation."

Commissioner Thad H. Brown is Chairman of the Committee, and the other members are Paul A. Walker and Eugene O. Sykes, with Chairman McNinch as ex-officio member.

The work of this Committee will be watched with particular interest as it was because of its existence that Administration leaders were able to forestall a Congressional investigation of the FCC and the broadcasting industry.

The Commission Committee has been engaged for several months in the collection of data to be used for the investigation, and has asked the broadcasters for certain definite information designed to give the Commission a preliminary view of the practices. However, there is much to be done by the Commission's investigating experts before public hearings can be held.

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## CONNERY CARRIES ON IN CONGRESSIONAL RECORD

Although Congress adjourned three weeks ago, Representative Connery (D.), of Massachusetts, was still carrying on his campaign for a Congressional investigation of the Federal Communications Commission and the broadcasting industry this week - in the Congressional Record.

Extending his remarks in the supplemental issue of July 5th, Representative Connery lauded the activities of Commissioner George Henry Payne and derided the Special Committee named by the FCC to investigate monopoly practices and chain broadcasting.

"The House of Representatives, in the closing hours of the session, did vote against a Congressional investigation of the radio monopoly only after positive assurances on the part of the House leaders, that the Monopoly Investigation Committee, with \$500,000 at its disposal, would make a thorough investigation of the radio monopoly, and that the Federal Communications Commission would hereafter function in the interest of the people rather than in the interest of the radio monopoly", Mr. Connery said.

"The recent Congressional disclosures, revealing the deplorable conditions prevailing in the Federal Communications Commission and the influence of the radio monopoly will, to my mind, however, plague Congress until a real Congressional investigation is made and the proper remedial legislation enacted, unless the radio monopoly is soon broken up.

"The Commissioners alone as a body and their individual acts as Commissioners have made possible the present radio monopoly. There are some who would if they could, lead us to believe that the 'mess' which Chairman McNinch a year ago promised to clean up, is due to employees of the Commission. Only those too cowardly to assume full responsibility for their own official actions ever resort to such a subterfuge.

"A few days ago, while attending the hearings before the Rules Committee on the resolution calling for a Congressional investigation of the radio monopoly, I was astounded when I listened to some who but a few weeks before had been quite vociferous in their demands for a Congressional investigation of the radio monopoly respond most graciously to the whinings of Chairman McNinch, who, in 'Charley McCarthy' fashion, danced to the music of the radio 'Pied Pipers', as he did in 1928 when he deserted the Democratic Party to support President Hoover. It was laughable to listen to Chairman McNinch plead for an opportunity for the Federal Communications Commission to investigate its own activities.





"How ridiculous this is can best be considered when we find two of the three, or at least, two of the four members of the Commission he has assigned to investigate the actions of the Federal Communications Commission in creating the radio monopoly are in great part responsible for the many complaints uttered against the Commission. Can anything other than a whitewash be expected from such an inquiry?

The answer of the Rules Committee to this appeal of Chairman McNinch was the recommendation by the Committee that a Congressional investigation of the radio monopoly was necessary. The investigation would have been voted overwhelmingly but for the positive assurances of the House leaders that an investigation would be made by the monopoly investigating committee and that the evils cited would be corrected.

"Commissioner Payne, who, although an independent Republican, is a strong supporter of President Roosevelt, realizing the need for legislation to correct known and admitted evils in the radio field, told the Rules Committee that he welcomed a Congressional investigation of the radio monopoly and the official actions of the Federal Communications Commission."

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## TWO NEW STATIONS AUTHORIZED; 1938 TOTAL 30

Construction permits for two new broadcasting stations were granted by the Federal Communications Commission this week, bringing the total number authorized since January 1 to 30.

The newest authorizations are:

Pinellas Broadcasting Co., St. Petersburg, Fla.,  
1370 kc., 100-250 watts, unlimited time.

Wichita Broadcasting Co., Wichita Falls, Texas,  
620 kc., 250-1,000 watts, unlimited time.

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If permission is received from the Federal Communications Commission, the New York City Board of Education hopes to operate its own short-wave radio broadcasting station this Fall, according to the New York Times. Regular broadcasts are planned to supplement the classroom instruction; at the same time the school system will conduct an experiment in the use of radio in education.

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## NEVILLE MILLER TAKES OVER NAB PRESIDENCY

Neville Miller, the first full-time paid President of the National Association of Broadcasters, took over his job in Washington this week.

He and Mark Ethridge, who has been Acting Head of the NAB since its reorganization last Spring, have been in Washington all week conferring with new departmental executives of the NAB and the Executive Committee.

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## RADIOS FIRST CHOICE OF FARMERS

Radio sets are the most popular electrical appliance on newly electrified farms, according to a survey of forty-six projects of the Rural Electrification Administration. In the June issue of "Rural Electrification News", U. S. Commissioner of Education Studebaker stated that radio is almost always the first appliance bought by farmers on REA projects. Radio ranked first in popularity among electrical appliances on 38 of the 46 projects surveyed, and was a close second on eight other projects. Radio "saturation" amounted to 90 percent and over on eight projects. According to the REA survey, radio is an inexpensive but dependable instrument contributing to the culture, entertainment and information of the farm family, being especially valuable for bringing crop and market information to the farmer. Radio repays its cost many times, according to the REA report.

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## NEW BROADCASTING STATION AT BUENOS AIRES

The Buenos Aires broadcasting station LSl, under the auspices of the Municipal Government, recently inaugurated its new transmitting equipment, according to a report to the Department of Commerce by the office of the American Commercial Attache at Buenos Aires. Congratulatory messages were received from the Mayors of New York, London, Paris, Berlin, Rome, and leading cities in Latin America, the report stated.

The station formerly operated on a 5.6 kilowatt power, but since the installation of the new equipment, it will now have a 50 kilowatt in the antenna and will broadcast on a frequency of 710 kilocycles.

The equipment for the new station was manufactured in the United States, according to the report.

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7/8/38

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:::: TRADE NOTES ::::  
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Portland daily newspapers have discontinued their radio columns. This is in keeping with a similar policy adopted by newspapers in other Pacific Coast cities.

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The increasing popularity of the television programs of the British Broadcasting Corporation has raised a curious and interesting problem regarding advertising, which the corporation has always banned from its spoken programs, the New York Times reports. The problem was strikingly illustrated during the televising of the Derby when an estimated total of 50,000 watchers not only had an excellent view of the race but a good look at the huge outdoor posters of branded gin and whisky around the course.

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Joseph P. Ryan, President of the International Longshoreman's Association, an A. F. of L. affiliate, charged last week in New York that the radio rooms of every ship leaving American ports in 1937 were under the control of the Communist Party.

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In a resolution directed to President Roosevelt, the Federal Communications Commission and Governor James V. Allred, the Texas Board of Medical Examiners recently asked that the people be protected from the "source of radio advertising", Editor & Publisher reports. "Flagrant violations of the medical practice act of the State are daily occurring along the Texas-Mexican border by unfair, untrue and merciless radio advertising", said the resolution adopted at a meeting in San Antonio. While the Board did not go into details, it obviously had in mind radio broadcasts from Mexican stations in behalf of medical practitioners on this side of the border.

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Lever Bros. again tops the list of all 65 clients of the Columbia Broadcasting System, according to billings for the first six months of 1938. General Foods, Colgate-Palmolive-Peet, Wrigley, and Ford follow in that order. General Foods and Proctor & Gamble join the ranks of the first ten this year after being absent in the first half of 1937.

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The first part of the paper discusses the importance of the study of the history of the United States. It is argued that a knowledge of the past is essential for a full understanding of the present. The author then goes on to discuss the various factors that have shaped the development of the United States, including the role of the government, the economy, and the culture. The paper concludes by suggesting that a study of the history of the United States is essential for a full understanding of the present and for the future of the country.

THE HISTORY OF THE UNITED STATES

The second part of the paper discusses the role of the government in the development of the United States. It is argued that the government has played a central role in the shaping of the country, from the early days of the colonies to the present. The author then goes on to discuss the various factors that have shaped the development of the government, including the role of the courts, the legislature, and the executive. The paper concludes by suggesting that a study of the history of the government is essential for a full understanding of the present and for the future of the country.

THE ECONOMY OF THE UNITED STATES

The third part of the paper discusses the role of the economy in the development of the United States. It is argued that the economy has played a central role in the shaping of the country, from the early days of the colonies to the present. The author then goes on to discuss the various factors that have shaped the development of the economy, including the role of the government, the technology, and the culture. The paper concludes by suggesting that a study of the history of the economy is essential for a full understanding of the present and for the future of the country.

THE CULTURE OF THE UNITED STATES

The fourth part of the paper discusses the role of the culture in the development of the United States. It is argued that the culture has played a central role in the shaping of the country, from the early days of the colonies to the present. The author then goes on to discuss the various factors that have shaped the development of the culture, including the role of the government, the economy, and the technology. The paper concludes by suggesting that a study of the history of the culture is essential for a full understanding of the present and for the future of the country.

7/8/38

A Federal grand jury this week in New York indicted the woman president and three other executives of Tower Marazines, Inc., on charges of using the mails in a \$1,000,000 scheme to defraud national advertisers. The corporation, now bankrupt, formerly published such magazines as Home, Illustrated Detective Mystery, Illustrated Love, Serenade and Radio Magazines. They were distributed through a chain of 5-and-10-cent stores.

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A meeting of the RMA Television, Engineering Committee, to discuss experimental developments and other standards, will be held in New York City during the week of July 11. The Committee hopes to complete additional television standards for submission to the Federal Communications Commission at Washington and to consider various technical problems in the television experiments now being conducted.

In addition to television standards, there are television allocation problems for consideration of the RMA engineers and also the FCC. At the recent allocation hearings of the Commission, representatives of private communication companies opposed allocations of ultra-high frequencies from 100,000 to 300,000 kc. There was little objection to the assignments below 100,000 kc.

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#### LOCOMOTIVE BROADCAST GRADE CROSSING SIGNALS

Ultra-short wave radio equipment is to be installed on a number of railway engines in Stockholm to transmit warning signals to receiving stations to be established at grade crossings, according to a report received in the Transportation Division, Bureau of Foreign and Domestic Commerce.

The signals so received will be automatically amplified and announced through fixed loud speakers at grade crossings, it was stated. For the present only those engines which are employed on routes having a large number of level crossings are to be equipped with the transmitting apparatus.

It is claimed in Stockholm that this system of signaling is more efficient than the ordinary arrangement of rail contacts since it permits the sounding of the warning in accordance with the speed of the train, according to the Commerce Department.

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The first part of the paper is devoted to a discussion of the general principles of the theory of the structure of the atom. It is shown that the structure of the atom is determined by the laws of quantum mechanics, which are based on the principle of the uncertainty of the position and momentum of the particles. The structure of the atom is therefore not a simple one, but a complex one, which is determined by the laws of quantum mechanics.

The second part of the paper is devoted to a discussion of the structure of the nucleus. It is shown that the structure of the nucleus is determined by the laws of quantum mechanics, which are based on the principle of the uncertainty of the position and momentum of the particles. The structure of the nucleus is therefore not a simple one, but a complex one, which is determined by the laws of quantum mechanics.

The third part of the paper is devoted to a discussion of the structure of the molecule. It is shown that the structure of the molecule is determined by the laws of quantum mechanics, which are based on the principle of the uncertainty of the position and momentum of the particles. The structure of the molecule is therefore not a simple one, but a complex one, which is determined by the laws of quantum mechanics.

The fourth part of the paper is devoted to a discussion of the structure of the crystal. It is shown that the structure of the crystal is determined by the laws of quantum mechanics, which are based on the principle of the uncertainty of the position and momentum of the particles. The structure of the crystal is therefore not a simple one, but a complex one, which is determined by the laws of quantum mechanics.

The fifth part of the paper is devoted to a discussion of the structure of the solid. It is shown that the structure of the solid is determined by the laws of quantum mechanics, which are based on the principle of the uncertainty of the position and momentum of the particles. The structure of the solid is therefore not a simple one, but a complex one, which is determined by the laws of quantum mechanics.

7/8/38

NELSON SALES MANAGER FOR NBC-BLUE DRIVE

Lenox R. Lohr, President of the National Broadcasting Company, this week announced that plans adopted for more intensive development of the Blue network would become operative late this month, when A. E. Nelson, Manager of Station KDKA, Pittsburgh, joins the New York staff as Sales Manager of the Blue network, under the general supervision of Roy C. Witmer, Vice-President in Charge of Sales.

Mr. Nelson's successful record in directing KDKA and, previously, NBC's Denver station, KOA, led to his selection to coordinate the extensive Blue network activities, Mr. Lohr said.

Mr. Nelson is one of the pioneers who ventured into radio when its future was unknown and who helped develop it as a successful commercial enterprise as well as a major medium of public service. He founded Station WIBO in Chicago in 1923, and was its principal owner until, in 1933, it was discontinued under an "Overquota" provision of the law which has since been repealed.

Despite this setback he determined to remain in radio and achieve equal success with another station. In 1934 he joined the National Broadcasting Company, and shortly was assigned to Station KOA in Denver as General Manager. In Denver he attained outstanding success, building KOA up to a position of preeminence in the Rocky Mountain region, from the commercial as well as the program point of view. Among his other achievements in Denver was the building of the new KOA studios, known as Denver's "Radio City".

In September, 1937, Mr. Nelson was transferred to Station KDKA, Pittsburgh, which in the short period intervening he has advanced to a position where it not only tops all other Pittsburgh stations in national spot advertising, but in local advertising as well.

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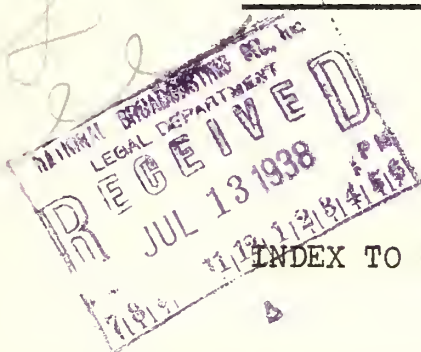


# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**



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No. 1140



July 12, 1938

## MONOPOLY STUDY UNLIKELY TO COVER BROADCASTING

While definite plans of the joint Congressional Committee investigating monopolies have not been disclosed, broadcasters have reason to believe that any extensive probe of chain broadcasting will be avoided.

There is more likelihood, however, that the Committee will examine patent licensing agreements of the radio manufacturing industries and the telephone companies.

Administration leaders in the House made vague predictions that the monopoly inquiry would cover broadcasting when they urged rejection of the Connery resolution on the eve of adjournment. Since then Representative Connery (D.), of Massachusetts, and other agitators for a broadcasting probe have assumed that this promise would be carried out.

Senator O'Mahoney (D.), of Wyoming, Chairman of the Committee, has steadfastly refused to specify which industries will be examined for monopolistic practices, but a study of the general outline of the investigation indicates that broadcasting will escape a thorough overhauling.

Moreover, the broadcasting industry has a distinct friend among the administrative officials on the Committee. He is Richard C. Patterson, Jr., who for three years was Executive Vice-President of the National Broadcasting Company.

The only Congressional member of the Committee who has previously criticized the broadcasting industry is Senator King (D.), of Utah, who let loose a blast early last session.

Meanwhile, although Chairman Frank R. McNinch is in the Naval Hospital, the FCC is going forward with plans for its own radio monopoly inquiry, beginning about September 1st. This will be conducted by a special committee headed by Commissioner Thad H. Brown, an Ohio Republican. Chairman McNinch, as an ex-officio member, however, is expected to direct the course of the probe.

William J. Dempsey, who was named Special Counsel of the FCC Committee last week, has taken over his duties and is directing the Commission investigators in gathering data preliminary to the holding of public hearings.

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## RULES GROUP PROPOSES PROCEDURE REGULATIONS

The FCC Rules Committee this week recommended a new set of regulations of procedure governing attorneys and others who practice before the Commission. The rules, which may be the subject for a hearing, must be approved by the Federal Communications Commission before they become effective.

One of the new rules is designed to prevent a repetition of the Segal-Smith case in which dummy applications allegedly were filed with the FCC to block rival applicants. The new regulation requires that the applicant disclose his true identity, his associates, and other pertinent data.

Ignoring a proposal of Commissioner George Henry Payne that lawyers who quit the FCC for private radio practice be barred from appearing before the Commission for two years, the Committee recommended instead a rule that an attorney or Examiner be prevented only from appearing before the FCC in a case in which he was associated before resigning.

Radio lawyers and other interested parties have been invited to offer suggestions or proposed amendments before the rules become effective.

The Committee comprises T. J. Slowie, Secretary of the FCC; Chief Engineer E. K. Jett, and William J. Norfleet, Chief Accountant.

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## TELEVISION CABLE USED FOR TELEPHONE CALLS

The German Post Office, in cooperation with Siemens Halske, A.G., of Berlin, recently for the first time on record used a television cable for the transmission of telephone calls, according to the American Commercial Attache at Berlin. In this case the Berlin-Leipzig television cable was used and about 30 calls were put through without interruption to the television service.

The success of the experiment has led to plans for the regular telephonic use of the cable, and it is estimated that as many as 200 calls a day may be so transmitted. The supplementary use of the television cable for telephone calls is particularly desirable as it obviates the necessity for additional telephone cables and thus saves metal urgently needed for other purposes.

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## HOW DO FCC RULES APPLY TO PRESIDENTIAL TALKS?

Washington political writers and commentators are asking the questions: Do the FCC rules on political broadcasts apply to the radio speeches of President Roosevelt on tour when they are admittedly made in behalf of candidates for the United States Senate?

The Federal Communications Commission is having nothing to say on the matter and will make no ruling unless called upon to do so by a rival candidate to the presidential choice.

Also there arises another questions: When does the President cease being the Chief Executive and become Mr. Roosevelt, heading a political party?

Many a Republican partisan believes the President mixes the two without giving the public any warning.

The President has not asked the broadcasting companies for any time, any nation-wide hook-up. The broadcasting companies themselves have offered their facilities. The White House attitude toward the question of a proper division of time on politics, therefore, is that what others do on the air is no business of the White House.

The large broadcasting companies are not the least disturbed by the Federal Communications Commission rule to split radio time evenly between candidates. Such procedure is their general rule. Also, in certain instances, they would rather give time than to sell it because there is likely to be a public feeling that the side with the most money gets the best radio "break" and such a viewpoint might react unfavorably to radio.

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## IMPORTS OF RADIOS INTO CHILE DECLINE IN 1937

Total imports of radios into Chile from all countries during 1937 were valued at \$481,000, an increase of 27.9 percent compared with the imports valued at \$376,000 during 1936, according to a report to the Commerce Department from the office of the American Commercial Attache at Santiago. Imports from the United States, however, amounted to only \$298,000 during 1937 declining 10.6 percent compared with \$333,000 in 1936, while those from other countries amounting to \$171,000 increased 545.2 percent compared with the imports valued at only \$29,000 in 1936, statistics show.

The serious inroads made upon the predominantly American market was made largely by compensation countries as a result of the gold rates which were applied to American products throughout 1937.





It was pointed out, however, that not all of the loss in American imports could be attributed to the obstacles caused by import control, because one of the largest distributors of American radios in Chile established a factory and assembling plant in that country late in 1936 and the value of the completed sets imported during the year 1937 naturally declined somewhat as a result, according to the Commerce Department.

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#### FLAWS IN COMMUNICATIONS ACT ARE CITED

Both the Communications Act and its administration by the Federal Communications Commission are criticized in a two-column letter to the Editor of the New York Times published last Sunday over the signature of Harold R. Shapiro, of New York. Pertinent excerpts from the letter follow:

"A vital safeguard of democracy under our American system of radio broadcasting is the fact that stations, to obtain license renewals, actually compete with each other in granting radio time to all shades of public opinion in order to prove to the Federal Communications Commission that they are serving 'public convenience, interest or necessity.' Nor may the Commission itself redistribute wave-lengths arbitrarily or capriciously, but on the contrary it must so act as to provide an equitable allocation of broadcasting facilities in accordance with the statute.

"Charges have been made that whereas the present Commission is empowered to grant licenses to broadcasting stations for three-year periods, it has nevertheless not issued licenses for more than six months at a time.

"The only possible excuse suggested for so short a license period as six months is that it enables the Commission to hold hearings on charges or complaints against a licensee instead of attempting to revoke his license. Yet six months is far too short a time to permit the development of adequate station policies or program service, nor is it ample security for the vast investments in broadcasting equipment and facilities.

"However, the specter that a six-month license may not be renewed is not the sole worry of the station owner. Coupled with it is the long-standing complaint against the Commission's habit of summoning stations to untimely 'license renewal hearings'. It has engendered worse than fear; it has produced more than annoyance.

"Not only have stations convinced themselves that they must submit to the arbitrary political requests of the Administration, or else; not alone have stations found themselves obliged to divert funds from improvement of their services, in





order to pay large sums to legal counsel who have the job of protecting the station's very life at these chronic hearings, but there inevitably develops the attitude that it would be cheaper for a station to control those who grant the licenses than to have a political versions of the Sword of Damocles suspended over its head.

"Despite the serious charge that six-month license period limitation and the chronic license renewal hearings tend to compel broadcasters to submit to arbitrary political requests and orders, the system nevertheless has the outstanding virtue of encouraging stations to furnish their facilities to representatives of divergent points of view.

"In contradistinction to these not-unmixed blessings of the Communications Act as administered by the Commission is the dangerous power granted to the President by Section 606(c) of the same Act.

During these depression years, when the vultures of Fascism still hover over the sickbeds of democratic governments, Section 606(c) contains a central power-switch that could be used by unscrupulous or misguided hands to convert our radio beams into dictatorial darkness. That subsection, which at first glance appears merely to implement the President's power in war-time, reads as follows:

"Upon the proclamation of the President that there exists war or a threat of war or a state of public peril or disaster or other national emergency, or in order to preserve the neutrality of the United States, the President may suspend or amend, for such time as he may see fit, the rules and regulations applicable to any or all stations within the jurisdiction of the United States as prescribed by the Commission, and may cause the closing of any station for radio communication and the removal therefrom of its apparatus and equipment, or he may authorize the use or control of any such station and/or its apparatus and equipment by any department of the government under such regulations as he may prescribe, upon just compensation to the owners."

"Unlike our experience in the last war, a similar exercise of presidential dominion over the radio during any future conflict would be vitally felt by every man, woman and child in this country. The very thought of one man - whatsoever his party affiliation - possessing unlimited power over our air waves in wartime should be enough to cause liberty-loving men and women to move heaven and earth not only to avoid a war but to amend the statute immediately to safeguard civil liberty as they ask themselves, 'Will this power be surrendered when the war is over?'

"Yet it is the peace-time threat of Section 606(c) before any war is declared that should concern Americans most. A President needs only to proclaim 'there there exists war or a threat of war or a state of public peril or disaster or other

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national emergency, or in order to preserve the neutrality of the United States.' Nowhere in the Act is 'national emergency' defined. We must take the word of the President. Upon making the proclamation, he may forthwith assume supreme control over our entire broadcasting system, with unlimited discretion to silence or take over any and every station, or suspend or amend existing rules and regulations 'for such time as he may see fit'!"

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## LEAVE COURTS, LEGISLATURES TO PRESS, SAYS E. & P.

The newspaper is much better equipped than the radio to sift the chaff from the wheat in courtrooms or legislative halls, according to Editor & Publisher. In an editorial in its current issue, it says, in part:

"In the absence of a final pronouncement from the American Bar Association, it can be deduced from past reports that the lawyers don't like the idea of having trials broadcast from the courtrooms. Most newspapermen also dislike the idea, but refrain from official disapproval by saying the question is not the proper business of a newspaper association.

"Broadcasting presents a more personal, and therefore, a more difficult problem. Lawyers know that a 'radio presence' can be of considerable advertising value; its lack can be a damning vacuum. Judges are close enough observers of politics to share that knowledge. They fear that the processes of justice might be distorted if witnesses and counselors divide their attention between the subject of testimony and the magnetic pull of the mike that carries their voices to the ends of a continent. And sometimes, in the heat of litigation, judges, lawyers and witnesses alike go into tailspins that would not sound well on the air.

"The last consideration gives a laugh to Howard Vincent O'Brien, Chicago Daily News columnist, who thinks it an excellent reason for providing all courtrooms with microphones. The public ought to know how the high-priced legal talent conducts its business. He would have a mike in every legislative hall, too.

"We can't go along with Mr. O'Brien. Granting that the air waves are too valuable to be wasted on 'tunes, gags, set speeches and advertising', we can't see much improvement in dialogue which runs like this:

"Speaker - 'The clerk will read the bill!'

"Clerk - 'This act will take effect immediately.'

"Or this:





"President Pro Tem - 'Does the Senator yield?'

"Senator - 'The Senator from New York yields 10 minutes to the Senator from Montana.'

"We've got newspapers to thrash all that chaff out and tell us in short words what is going on in the courts and legislatures. They have expert eyes and ears which cut through the mumbo-jumbo of legalism and keep confusion from the minds of the people who aren't learned in the machinery of government. If newspapers aren't doing that job now, let them get busy and do it. Why abdicate the function for which they primarily exist and owe their constitutional privilege, to an agency which is not physically competent to perform the duty?"

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#### NAB STUDYING SCRIPTS OF NEWSCASTS

Because of allegations of "biased news broadcasts", the National Association of Broadcasters has requested all stations to submit to the trade association scripts of all news broadcasts for the week of June 20th.

"The charge has been made seriously in quarters which cannot be ignored", NAB stated, "that a great many radio stations throughout the country are putting biased news broadcasts on the air. We do not believe it is true, but we are unable, for lack of information, to dispute the statement."

In addition to the request for news scripts for the June 20th week, NAB also asked stations to submit any editorial broadcasts of any kind, together with other material, including remarks of radio commentators aside from those on the networks.

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The Italian State Railways have been experimenting with radio apparatus to facilitate train operation. They had done so as far back as 1910, without satisfactory results. When railcar services were introduced it was thought they might be run without ordinary signalling, on the tramway principle, could some means be devised of indicating continuously to drivers their nearness to the preceding car. Tests were accordingly made in the Turin division a few years ago with equipment enabling a musical note to be received on a car, varying in tone according to the distance away of the car in advance, and so forming a kind of continuous, movable, audible block system. The risk of interference with reception, however, was too great for the system to be adopted.

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THE HISTORY OF THE UNITED STATES

The first part of the history of the United States is the period from the discovery of the continent by Christopher Columbus in 1492 to the establishment of the first permanent settlements. This period is characterized by the exploration of the continent by Spanish, French, and English explorers, and the establishment of the first permanent settlements by the English in 1607. The second part of the history is the period from the establishment of the first permanent settlements to the American Revolution in 1776. This period is characterized by the growth of the colonies, the struggle for independence, and the establishment of the United States as a new nation.

THE AMERICAN REVOLUTION

THE AMERICAN REVOLUTION

The American Revolution was a period of conflict between the thirteen original colonies and Great Britain, which resulted in the colonies gaining independence. The revolution began in 1775 with the battles of Lexington and Concord, and ended in 1783 with the signing of the Treaty of Paris. The revolution was a result of the colonies' growing desire for self-government and their opposition to British rule. The revolution was a turning point in the history of the United States, as it established the United States as a new nation.

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TRADE NOTES

Neville Miller, new President of the National Association of Broadcasters, will make his first public address as NAB chief at Commencement Exercises at Peabody College for Teachers, Nashville, Tennessee, on August 18th.

The appointment of Thomas J. Dolan as Supervisor of Program Transmission of the Traffic Division of the National Broadcasting Company was announced this week by B. F. McClancy, Traffic Manager. Mr. Dolan succeeds Roy H. Holmes, resigned.

The Commission of Atlantic City enacted last week an ordinance by which the city sells its municipal broadcasting station, WPG, to Arde Bulova, watch manufacturer, for \$275,000. The ordinance, introduced two weeks ago, gives Bulova the right to move the station wherever he desires. The sale must be approved by the Federal Communications Commission. The station has been in operation since 1925.

Food and food beverage advertising over the National Broadcasting Company's Blue and Red Networks increased by \$1,466,012, or 33.1 percent, during the first six months of 1938 over the corresponding period of 1937, NBC's industrial breakdown figures show. Although automotive advertising fell off by \$1,072,265, or 70 percent, total expenditures of advertisers over the NBC networks in 1938 were \$21,023, 674, compared with \$19,948,107 during the six-month period of 1937, or an increase of 5.4 percent.

Richard D. Hallett, Chairman of the Washington local of the American Communications Association, this week made public a letter to Mervyn Rathborne, National President of the C.I.O. Communications Union, resigning his membership and denouncing evidences of communistic links which he charged had been impressed upon him since he joined the organization. Mr. Hallett made it clear that he was not acting to favor the Commercial Telegrapher's Union, A.F. of L. affiliate, nor the Association of Western Union Employees, which he last week attacked as a "company union".

Analysis of the \$15,581,295 invested in CBS time from January through June, 1938, setting a record six-month high, reveals that 65 advertisers in 15 industries spent up to 103% more than during the same period a year ago. In order of volume, the first six industries represented on CBS (each accounting for over a million dollars) are foods and food beverages; drugs and drug products; cigarettes and tobacco; automotive; soaps and household supplies; confectionery.

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## BROADCASTING ABROAD - JAPAN

Broadcasting in Japan proper is under the control of a single organization, the Broadcasting Corporation of Japan (Nippon Hoso Kyokai), a semi-official concern closely supervised by the Department of Communications, according to the U. S. Commerce Department. Programs are subject to strict censorship and nothing that might harm the interests of the country and its people is allowed to go on the air. Advertising of all sorts is prohibited. Political speeches cannot be included in the daily program. Even election campaign speeches and Diet proceedings cannot be broadcast.

Short-wave reception in Japan is prohibited, the few sets operated being owned by Government officials or foreign diplomats. Satisfactory reception from the United States is reported to be impossible, owing to the fact that the power broadcasting stations are all on the Atlantic seaboard of the United States and also because of climatic and other interference. It is possible that a powerful station on the Pacific Coast could be heard in the Orient with some degree of regularity and satisfaction.

The strict governmental control is exercised with a dual purpose. Instruction of the people is the principal object, and the second is the discouragement of any facilities which might make Japan a field for the dissemination of foreign propaganda. The distribution of stations is part of this program, inasmuch as low-powered receivers are capable of satisfactory service under the plan in effect, and there is little encouragement to the purchase of higher powered types which would be within the range of foreign broadcasting. An early law, but one abrogated some years since, prohibited the use of receivers capable of receiving any foreign stations.

The Japan Broadcasting Corporation was organized by public-minded individuals who contributed varying amounts to its initial fund. By the end of June, 1937, the number making such contributions reached 5,495.

The revenue of the corporation is obtained from the license fees paid by owners of radio sets. Each owner pays a monthly fee of 50 sen (about 14.5 American cents) to the corporation, while an initial fee of one yen (about 29 American cents) is paid to the Department of Communications. The corporation pays the Government an annual monopoly fee of 20 sen (about 5.8 American cents) per subscriber.

The corporation operates 34 transmitting stations in Japan proper, including 3 alternative transmitting stations at Tokyo, Osaka and Nagoya. The stations are distributed on a plan seeking to give approximate equality of reception throughout the Islands, aiming toward an ideal of one-station reception in all regions.



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Prior to November, 1937, central stations with aerial power of 10,000-watts were located in the principal stations of Tokyo, Osaka, Nagoya, Hiroshima, Kumamoto, Sendai and Sapporo. Supplementing these main stations were 27 other stations with aerial power ranging from 100 to 3,000 watts, at important points throughout the country. Two more sub-stations will be opened in July, 1938.

During November, 1937, the aerial power of the two 10,000-watt stations in Tokyo was changed to 150,000 watts, making them the most powerful broadcasting stations in the Orient, according to local claims. Plans are under way to increase the power of the 10,000-watts stations at Osaka and the 500-watt station at Fukuoka to 100,000 watts.

All stations have been linked by a permanent relay line, so that events of national interest can be broadcast to every corner of the country. Further, programs are regularly exchanged with the official broadcasting entities in Chosen (Korea), Taiwan (Formosa) Kwantung Leased Territory and "Manchukuo". Plans are being made for the extension of these broadcasts to North and Central China.

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#### CANADIAN TARIFF BOARD OPENS RADIO PROBE

The Canadian Tariff Board will open hearings at Ottawa July 12th, on an inquiry into the radio industry of Canada, according to a report from the office of the American Commercial Attache, Ottawa.

This investigation, authorized by the Minister of Finance last January, will cover the production, distribution and sale of radio receiving sets, radio tubes and batteries, the bearing of the patent law upon the manufacture, use and importation of radio sets, tubes and batteries, and the effects of the alleged pooled control of patent rights upon the importation, cost and use of radios in Canada.

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## G.E. DEDICATES NEW S-W SERVICE

An enlarged broadcasting service to South America of the General Electric Company short-wave stations W2XAD and W2XAF will be inaugurated Wednesday night, July 13, at 7 o'clock, EST. The increase in international broadcasting follows closely the opening of the new WGY building and provides the short-wave stations with more studios and the latest equipment for transmitting to the South American republics.

Climaxing 12 years of short-wave broadcasting, the two stations now operate on four frequencies and broadcast regularly scheduled programs in six languages: English, Portuguese, Spanish, French, German and Italian for listeners throughout the world.

Improved service to South America was made possible recently by the granting of two new frequencies to the stations by the Federal Communications Commission, which now provides better reception in South America.

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## BIG FARM MARKET SEEN FOR RADIO

The farmer likes the radio, owns one and yet offers the biggest single market for radio, according to the results of a nation-wide survey made for Philco Radio & Television Corporation.

This survey covered a field of more than 200,000 farm families which could be grouped into the more prosperous agricultural classification as they were all owners of electrified farms and farmhouses. Probably the highest percentage of radio ownership in the country was found in this group, with 93.7% owning one or more radios of one kind or another. The non-owners totaled 6.4%.

This high proportion of ownership would hardly indicate a huge market for radio, except for these figures which were obtained from the radio owners covered by the survey. Only 12.1% of these owned radios less than one year old. Sets either one or two years old amounted to 31% while those which were three, four and five years old totaled 25.1%. The chief surprise was that radios over six years old accounted for 31.8%, the highest single grouping.

The total proportion of radios over three years old amounted to 56.9%, or considerably more than half of all the radios owned.

These figures, according to Sayre M. Ramsdell, Vice-President of Philco Radio & Television Corporation, point to a huge farm market for radios.

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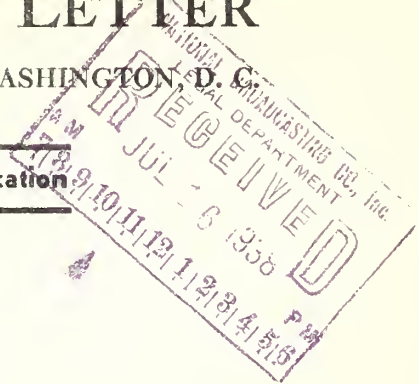


# HEINL RADIO BUSINESS LETTER

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WASHINGTON, D. C.

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No. 1141



## "NEWSPAPER OF AIR" APPROVED AFTER THREE YEARS

The right of broadcasting stations to conduct a "newspaper of the air" was in effect sustained by the Federal Communications Commission this week when it renewed the license of Station KVOs, Bellingham, Wash., and approved its transfer of control after three years of investigation.

At the same time the FCC denied a construction permit to KVOs' bitter rival, the Bellingham Publishing Co., which publishes the only daily newspaper in the city.

Significant is the fact that KVOs in its editorial pronouncements over the air was strongly New Dealish, whereas the Bellingham Herald, in its equally acrimonious published articles, was on the other side of the political fence, both locally and nationally.

The FCC decision marks the second victory for KVOs and its counsel, former Senator C. C. Dill, as it previously had bested the Associated Press in a legal fight that was carried to the U. S. Supreme Court. The A.P. had charged KVOs with "pirating news" for its "newspaper of the air".

The Commission, which reversed the recommendation of Examiner Ralph L. Walker, made in October, 1936, did not go deeply into the charges against the "newspaper of the air" and the intra-city political rows.

It concluded merely that the testimony against the station was insufficient to justify the refusal of a license renewal and that the City of Bellingham has no other station and Station KVOs is needed in that place.

The FCC also found that there had been no violations of the law in the execution of a contract under which KVOs was provided a "newspaper of the air" and approved the transfer of control from the Westcoast Broadcasting Co. to Regan Jones.

Several previous decisions of the Commission were cited in the decision to support the FCC's ruling that an existing station should not be deprived of its broadcasting privilege "unless sound reasons of public policy demand such action".

Concerning the "newspaper of the air", which was designed "to be in every way comparable to a newspaper as it is known today or as 'radio newspapers' may develop", the FCC said:



"The contract of June 20, 1933, though not approved by the Commission, does not appear to be in violation of the Act; nor does it absolve KVOs, Inc., of responsibility, full and complete, for the use or misuse of its radio-broadcasting facilities by L. H. Darwin.

"The Examiner found, inter alia, that 'the "Newspaper of the Air" consists of local, national and international news items, commercial and gratuitous announcements, and daily "editorial comments" by Mr. Darwin.' That finding is sustained by the record; and it appears that in the course of the daily comments Mr. Darwin made remarks concerning certain individuals and groups in Bellingham, of which they complained by addressing letters to the Commission."

Examiner Walker in his report had quoted numerous excerpts from the "newspaper of the air" assailing individuals and organizations. An example:

"If Justice Roberts of the United States Supreme Court were to run for President, do you think it would be worthwhile counting his votes? He is nothing but a Philadelphia Republican machine lawyer. Read his opinions, and you will find what your Congress has done, what the President has done, who were elected by two-thirds of the people of the United States."

That the FCC saw no reason for authorizing a new radio station in Bellingham merely to combat the political broadcasts of KVOs is apparent from the decision denying facilities to the Bellingham Publishing Company.

"To support its application, the applicant (Bellingham Publishing Co.) offered testimony of one witness who testified that there was a need for additional radio service in Bellingham; that he was personally opposed to the policies advocated by Station KVOs and that he felt there should be another station in Bellingham", the FCC said. "When cross-examined on his personal objection to the existing station, his answer was:

"I think when they talk (Station KVOs) about the Hoover-made depression it is an insult to men of common sense."

"Another witness called by the applicant testified that there should be another radio station in Bellingham to eliminate the 'bunk going on over the existing station' which that witness characterized as a disturbing factor in the community. The following question and answer appear in his testimony:

"Q. You think by getting this new radio in here it might eliminate the other radio?

"A. At least I hope so."

"The foregoing illustrates fairly well the general trend of the testimony given in favor of the applicant.





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"The general manager of the applicant for the construction permit under consideration testified that the publishing company had been importuned by interviews and letters from a large number of people and by agricultural, educational, civic and religious institutions to make application for a construction permit for a new broadcast station in Bellingham but the general manager failed to give the names of any individuals that had solicited the applicant to apply for broadcast facilities. There is nothing in the record to indicate who these individuals are, what their interests might be or what reasons there is to suppose that their solicitations could be made a reasonable basis for additional radio facilities in the City of Bellingham."

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#### CANADIAN RADIOS MORE COSTLY THAN AMERICAN

Canadian radio users demand and get better quality in their radio receiving sets than do American listeners, the Canadian Tariff Board was told this week by radio manufacturers, according to the Canadian Press. This, in part, accounts for higher prices for radios in Canada than in the United States, it was said.

The Board was told that reasons for the better quality in Canadian sets are the Canadian electrical code which imposes strict standards on manufacturers and for which there is no counterpart in the United States and the fact that a great many Canadians live at a distance from broadcasting stations and would find the inexpensive small sets made in the United States of little use.

As the Board opened a hearing on the radio industry, S. M. Finlayson, Deputy General Manager of the Canadian Marconi Company, presented a brief for the Radio Manufacturers' Association of Canada and called a number of radio experts to demonstrate the alleged inferiority of American sets.

E. C. Grimley, President of R.C.A. Victor, said that the lowest price RCA set in the United States sold for \$14.95 and the lowest in Canada for \$29.50. The sensitivity of the Canadian set was ten times as great and it cost twice as much to make, he said.

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## ZENITH GETS CP FOR CHICAGO TELEVISION STATION

The Zenith Radio Corporation, of Chicago, this week was granted a permit by the Federal Communications Commission to construct a television transmitting station in its Chicago factory for the purpose of experimentation and with the aim of making visual broadcasting a medium of public entertainment.

The station will operate on the frequencies 42,000 to 56,000 and 60,000 to 86,000 kc. with power of 1 KW, unlimited time.

"The applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of the television broadcast art", the FCC stated in making the grant.

Zenith's program of research, according to Commander E. F. McDonald, Jr., President, will cover the five principal divisions of television service: (1) transmitters, (2) transmitter antennae, (3) transmission medium, (4) receivers, and (5) receiver antennae.

"One of the problems which must be met in the further development of television to a point where it will be of practical use and of sufficient merit to be sold to the public", the FCC stated, "is a better understanding of the matter of interference on the frequencies which have been allocated for television experimentation. The Zenith Radio Corporation has for a number of years manufactured sound receivers which cover the broadcast band and also the short-wave band. It has ascertained that in many locations satisfactory reception on the short-wave bands is impossible because of electrical interference. It is not thought that the whole problem of interference can be fully and properly investigated without a transmitter for testing purposes, nor is it thought that a receiver can be intelligently and successfully designed without the use of a transmitter in conjunction with the study and work devoted to the receiver; furthermore, it appears that special antenna may have to be developed for use along with the receivers; and it is not likely that the development work on a receiving antenna would be successful without an available television signal.

"It appears to be a fact that field tests on a sound receiver show up defects which are not disclosed by equipment tests in the laboratory; and apparently there is no reason to suppose that a television receiver passing equipment tests in the laboratory should not be subjected to field tests before it is accepted and subjected to use.

"It is said that there are many circuits in a television receiver which would be related to the results of the tests which might be made with a transmitter available while the television receiver proceeds to the completion of its design.





It is believed that the television transmitter must necessarily perform a large part in overcoming problems now known to exist in the development of the television receiver. It might be admitted that at present the engineering staff of the applicant is unable to state in what particular the television receiver which they hope to perfect will be superior to some receiver which may now be in process of development by some other radio manufacturer; but there is nothing in that point, if indeed it be a fact, because one of the purposes of the application is to put the engineers of the Zenith Radio Corporation in a position where they may contribute their ability and experience to the development of a satisfactory television receiver.

"One of the engineers of the applicant stated that it had been investigating the various component parts of transmitters and receivers; that the engineers of the applicant had been working on television sweep circuits, on the production of the synchronizing signals, on television amplifiers; that they hope to learn something about radiation systems and antennas usable on ultra high frequencies to overcome the difficulty experienced in television reception; that television receivers as presently known require in operation a strong signal for any satisfactory use; that difficulties arise in propagating such signals on the frequencies used in the transmission of television because of the noise level that exists in cities; and it is contended that experimentation is needed for such reasons.

"The Commission finds that the television transmitter and the television receiver are the two most intimately related parts of the terminal apparatus in a radio transmission; and that the receiver must have sufficient signal at all times to maintain the operating relation.

"It is not believed that it will be an easy and certain possibility to perfect the design for a radio television receiver except under actual field conditions and tests to ascertain the effect of noise and other disturbances upon the propagating medium on the wide band frequencies.

"One witness testified that complete television systems had been developed at the laboratory but he added that the systems that were developed in the laboratory did not test the propagation characteristics, the effect of static, both man-made and natural disturbances, and in some instances were not far enough separated to get away from the harmonics, etc., that might be generated by the transmitter itself.

"The same engineer also said: 'There is a great difference between a laboratory set that works fairly satisfactorily in a laboratory and one that would give fair satisfaction under outside conditions'.

1. The first part of the report deals with the general situation of the country. It mentions the fact that the country is a large one, with a large population, and that it is a very important one in the world. It also mentions that the country is a very rich one, with many natural resources, and that it is a very powerful one in the world.

2. The second part of the report deals with the political situation of the country. It mentions that the country is a democracy, and that it has a very strong government. It also mentions that the country is a very important one in the world, and that it is a very powerful one in the world.

3. The third part of the report deals with the economic situation of the country. It mentions that the country is a very rich one, with many natural resources, and that it is a very powerful one in the world. It also mentions that the country is a very important one in the world, and that it is a very powerful one in the world.

4. The fourth part of the report deals with the social situation of the country. It mentions that the country is a very rich one, with many natural resources, and that it is a very powerful one in the world. It also mentions that the country is a very important one in the world, and that it is a very powerful one in the world.

"The applicant maintains a staff of many engineers, several of whom are devoting, and will continue to devote, their entire attention and time to television experimentation; and the applicant at the time of the hearing was engaged in selecting an additional staff of competent television engineers to carry on the work proposed by it under the pending application.

"The Zenith Radio Corporation owns a completely equipped factory with approximately 13 acres of space on one floor - and one section of the factory has two floors. It has recently spent one year and expended more than a million dollars in improving and enlarging its factory; its laboratories are fully equipped for radio television research and development. The applicant has actively engaged since January, 1937, in the development of important parts of the television transmitter and receiver. The proposed transmitter is designed for and will be capable of modern high definition television, using all electronic methods."

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#### U. S. STATIONS HELD COMBATTING EUROPE'S PROPAGANDA

American short-wave broadcasting stations are quietly counteracting the barrage of radio propaganda directed at the Latin American countries by Nazi and Fascist nations, the Institute of Public Affairs at the University of Virginia was told this week.

William V. B. Van Dyck, Assistant to the President of the General Electric Company, admitted that "the purpose of the barrage of radio propaganda from Europe is primarily to develop closer trade relations with overseas countries". However, he insisted that General Electric's two Schenectady stations, W2XAD and W2XAF, and other privately-owned U.S. short-wave stations are combatting this propaganda successfully.

He called particular attention to the action of the Federal Communications Commission last Winter in lending the Government-allocated international frequencies to General Electric and the World Wide Broadcasting Foundation, of Boston.

"The application was granted in February, and on March 4th the broadcasts announced in Portuguese were inaugurated on one of the new channels, while those previously announced in Spanish were continued and improved", he recounted.

"Since the inaugural night, we have been broadcasting every day of the week programs which we endeavor to make more interesting than those originating in other countries and that are designed to let our listeners know something of the life and culture of the people of the United States.

1. The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that proper record-keeping is essential for the transparency and accountability of the organization. This section also outlines the various methods used to collect and analyze data, ensuring that the information is reliable and up-to-date.

2. The second part of the document focuses on the implementation of the proposed changes. It details the steps involved in the transition process, from the initial planning phase to the final execution. This section also addresses the potential challenges that may arise during the implementation and provides strategies to overcome them.

3. The third part of the document discusses the long-term impact of the changes. It analyzes the expected benefits and potential risks, providing a comprehensive overview of the organization's future prospects. This section also includes a detailed financial analysis, showing the projected costs and benefits of the changes over a period of five years.

4. The fourth part of the document provides a summary of the key findings and conclusions. It reiterates the importance of the changes and the need for continued monitoring and evaluation. This section also includes a list of recommendations for further action, ensuring that the organization remains on track with its goals.

5. The fifth part of the document is a conclusion, summarizing the main points of the document and providing a final statement on the organization's commitment to transparency and accountability. It also includes a list of references, citing the various sources used in the research and analysis.



"Already, in hundreds of letters and personal assurances we have been convinced of the good results of this policy.

"Our listeners comment favorably on the strong signal given in South America, both by England and Germany, and they like their excellent musical programs, but they say that they 'turn the dial' when they recognize inspired news items or other propaganda. They prefer to receive their news items or matters of like interest from America."

In this way, rather than by retaliation, in kind, Mr. Van Dyck said, his and other privately owned stations were counteracting one "barrage of radio propaganda from Europe designed to develop closer trade relations with overseas countries at the expense of the United States."

General Electric, Mr. Van Dyck said, was now at work on research and development projects designed further to improve its service in listening countries "thus contributing to the cultivation of good-will abroad", and to make our facilities available for public service."

At Schenectady new studios and equipment are being inaugurated to be used exclusively for short wave", he told the Institute.

"In addition, a new station is under construction at Belmont, Calif. A directive antenna will enable it to serve the Orient effectively, and, by reversing its directivity, to transmit to Latin America.

"All this work costs money, and the question may well be asked: 'Why does General Electric do it - especially since international broadcasting cannot be commercial?'

"I will answer that in the words of Boyd Bullock, Assistant Manager of Broadcasting:

"First, because General Electric is interested in the technical and social advance of all phases of electrical enterprise, and, second, because it believes that such broadcasting is a vital factor in the promotion of international good-will - not by the propaganda method, but by making all peoples better acquainted with each other.

"It is a long-range and far-sighted viewpoint, but General Electric knows that through peaceable and understanding conditions, world prosperity can flourish, bringing with it national prosperity and the prosperity of great industrial enterprises which provide employment, buying power and real wealth to hundreds of thousands.'"

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1912

Dear Sir,

I have the honor to acknowledge the receipt of your letter of the 14th inst. in relation to the matter of the purchase of the land for the proposed road.

The matter is now being considered by the Board of Directors and it is expected that a decision will be reached within a few days.

I am, Sir, very respectfully,  
Yours truly,  
J. H. Smith

Enclosed for you are the plans and specifications for the proposed road, which you will find of interest.

I am, Sir, very respectfully,  
Yours truly,  
J. H. Smith

I am, Sir, very respectfully,  
Yours truly,  
J. H. Smith

I am, Sir, very respectfully,  
Yours truly,  
J. H. Smith

I am, Sir, very respectfully,  
Yours truly,  
J. H. Smith

## WILL GETS POWER INCREASE DESPITE INTERFERENCE

Despite the fact that its increase in power will cause interference with three commercial stations, the University of Illinois, Urbana, Ill., was given a construction permit by the FCC this week to raise the power of Station WILL from 1 to 5 KW, daytime, on 580 kc.

The educational station will interfere slightly with Stations WCHS, Charlestown, W. Va., and WKZO, Kalamazoo, Mich., and seriously with WIND, Gary, Ind., the Commission stated.

"The present operation of the applicant station causes objectionable interference within the service area of Station WIND, affecting 60,000 people", it added. "If the instant application is granted, the affected area will be enlarged to include a population of 93,000 people.

The affected area in either case is within the borders of Illinois, and its listeners receive service similar to that rendered by Station WIND from several commercial stations operating in the metropolitan area of Chicago."

In summarizing its conclusions in support of the grant, the FCC said:

"The slight interference that the proposed operation would cause within the normally protected service areas of Stations WKZO and WCHS is warranted by the need for the service which the applicant proposes. There will be increased interference within the normally protected service area of Station WIND, but the affected area is entirely within the State of Illinois and the listeners therein have a greater need for service from the applicant station than from Station WIND. The objectionable interference that would result within the proposed service area of the applicant station from existing or proposed stations is negated in importance by the increase in the number of listeners that would receive satisfactory service from the applicant's station."

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By decree of the French Minister of Colonies, an Inter-ministerial Committee for Colonial Radio Broadcasting has been instituted, the U. S. Commercial Attache at Paris reports. The aim and object of this Committee will be to prepare and draw up programs for radio broadcasts intended for colonial propaganda throughout the metropolitan France, and to promote a closer relation between France and its overseas possessions. The Committee's headquarters are at the Intercolonial Bureau of Information and Statistics.

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## NBC AND CBS SIGN WITH AFRA

Contracts governing wages and working conditions for actors and singers employed by the Columbia Broadcasting System and the National Broadcasting Company for sustaining radio programs in New York, Chicago and Los Angeles, and in the case of NBC, also in San Francisco, were signed this week at Radio City by officials of the broadcasting companies and the American Federation of Radio Artists.

The contract provides minimum pay schedules ranging from a low of \$8.00 for choral and group singers for a 15-minute broadcast on the Pacific Coast to a high of \$25.00 for soloists for a full-hour's broadcast in New York or on a national network. It sets up a minimum scale for singers employed by the week ranging from \$40.00 on the Pacific Coast to \$65.00 in New York, and also names AFRA the exclusive bargaining agent for radio actors and singers on sustaining programs originating on the network key stations in the cities affected.

Lenox R. Lohr, President of NBC; Lawrence Lowman, Vice-President of CBS; Emily Holt, National Executive Secretary of AFRA, and George Heller, Assistant National Executive Secretary and Treasurer of AFRA, were the signers.

The contract, which is for a term of two years, becomes effective the third Sunday following its ratification by the members of AFRA and after AFRA shall have been certified to the broadcasting companies by the American Arbitration Association representing a majority of the actors and singers employed by the broadcasters in the cities covered by the agreement.

As the contract covers only sustaining programs in the cities named, other radio stations and commercial advertisers are not affected by this agreement.

Under the agreement, rehearsal hours are limited for the first time in the history of broadcasting and overtime pay schedules are provided for artists required to rehearse more than the agreed time. Working conditions for staff singers are defined and there is a requirement that artists be paid for program auditions.

Rehearsal hours for actors call for two hours for a fifteen-minute broadcast, six hours for a thirty-minute program and eight hours for a sixty-minute broadcast. For singers rehearsals will be one and a half hours for fifteen-minute programs, two and a half hours for thirty minutes and three and a half hours for an hour's broadcast. The agreement provides for the payment of rehearsal overtime at the rate of \$4 an hour.

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## OPERATORS' HEARING RECESSES TILL SEPTEMBER

The informal hearing before the Chief Engineer of the Federal Communications Commission with respect to "Proposed Professional Radio Operator Rules", which was held on July 11th and 12th, will reconvene at the offices of the Commission in Washington, beginning 10:00 A.M., on September 14th. This recess was granted at the request of the American Communication Association and others who stated that they desired more time to consider the proposed operator regulations.

The next portion of the hearing will be for the purpose of permitting all interested parties to appear in person and submit specific typewritten recommendations as to changes, additions, or deletions in the proposed rules, together with the reasons for such recommendations.

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## FCC AUTHORIZES NEW STATIONS; TWO RECOMMENDED

One new broadcasting station was authorized by the Federal Communications Commission this week, bringing the total for the year to 31, and two more were recommended by Examiners.

Kanawha Valley Broadcasting Co., Charlestown, W. Va., was given a permit to operate on 1500 kc. with 100 watts power, unlimited time. There is one other station in Charlestown - Station WCHS.

Vancouver Radio Corp., Vancouver, Wash., and Nathan Frank, of New Bern, N. C., were given favorable reports by Examiners. They requested 880 kc. with 250 watts daytime and 1500 kc. with 100 watts unlimited, respectively.

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## FIVE FLATS SERVED BY BBC TELEVISION SET

"The luxury of today is more often than not the necessity of tomorrow", a correspondent writes in World-Radio, BBC journal. "In time a television receiver will be an accessory as accepted in English homes as 'sound' radio is today. When that time comes - just when it will come no responsible person would dare to prophesy - we can expect all kinds of devices for serving television programs to the public from one central source.

"I inspected one of the first television relay stations the other day. The service has been installed in a large block of flats in the West End, and has given satisfactory results for more than eighteen months.



"At the moment five tenants are served from the one master receiver, but there are sufficient points to include the remaining flats, without any appreciable loss in vision strength.

"Altogether the scheme seems to be ideal for hotels and large buildings inhabited by separate families. There is only one aerial system needed - in this case it is of the ordinary half-wave vertical di-pole type, mounted on a thirty-foot flag-staff erected on the roof, about 100 feet from the ground. The receiving apparatuses in the flats themselves are worked by only three controls - main switch, brightness of picture, and volume.

"The vision master-receiver, of the superheterodyne type, converts the vision signal to a frequency of about 16 Mc/s. This comparatively high frequency has been chosen for a variety of reasons.

"The vision power amplifier, fed from the master-receiver, feeds the network, the impedance of which is 20 ohms, at a fairly high level. A small multi-electrode transmitting valve is used.

"As for the sound receiver, this is entirely separate from the vision receiver, and follows a more or less conventional design, except that a certain amount of noise suppression is achieved.

"The sound amplifier is a small triode valve delivering the audio frequency component at a level of approximately 3 volts to the distribution network via a line transformer of the usual type. Sound distribution at low level has been used to avoid any possibility of cross-modulation effects and sound waveform appearing on the vision screen.

"Television monitoring arrangements consist of a bridging amplifier and rectifier feeding a cathode-ray tube. Sound is monitored by a simple stage bridging amplifier and loudspeaker.

"The filters are of conventional design, but care has been taken with the television section to avoid distortion of the modulation sidebands.

"All the equipment described above is mounted on relay racks and panels housed in a small building on the roof. This building, small as it is, also contains air-conditioning fans and motors - rather, one would have thought, an unfavorable place for radio reception.

"The distribution system is of interest. The cabling, all of which was laid after the flats were built, is inexpensive and no bulkier than ordinary lighting flex. This cable carries all the signals - vision, sound, and radio frequency.

"Technical details in the terminal apparatus are all standard, although the exteriors vary in accordance with the furnishing schemes of the flats concerned. The vision channel is passed through an amplifier of simple design prior to rectification. The signal available to different parts of the building varies somewhat, and the amplifier is used for adjustments.

"The high voltages for the cathode-ray tubes are locally generated, together with the scanning voltages. Large-diameter tubes are used.

"Altogether the apparatus is designed for trouble-free working. A successful design, evidently, for there has not been a single break-down since the service started."

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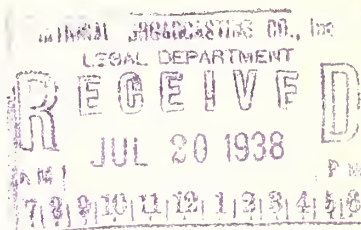


# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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No. 1142

*Handwritten notes:*  
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A large, stylized 'M' is written on the right side.  
A small '8' is written near the bottom left.





July 19, 1938.

## FCC AWAITS OUTCOME OF McNINCH ILLNESS

Things are virtually at a stand-still with regard to important matters of policy at the Federal Communications Commission awaiting the outcome of the illness of Chairman Frank R. McNinch at the Naval Hospital in Washington. Under a separate set-up, plans are going ahead for the radio monopoly inquiry in the Fall of the broadcasting industry of which William J. Dempsey was named Special Counsel before Mr. McNinch went to the hospital.

Otherwise things at the Commission are drifting along waiting for the Chairman to come back. Mr. McNinch was sent over by the President "to clean things up" and the other Commissioners apparently are taking no chance on making any important moves in the North Carolinian's absence so that upon his return he may shoulder the full responsibility of whatever is done.

How long this may be is still pretty much of a conjecture. Although Mr. McNinch has now been confined to the hospital for about two weeks, he has, as yet, been allowed no visitors. The reason given for this is that the doctors want him to have a complete rest. There are reports that the illness of the Chairman - stomach ulcers with colitis infection - is considerably more serious than generally supposed. Mr. McNinch, who is 66 years old, has been under a tremendous strain over a long period which evidently has lowered his vitality. About a year ago, his present ailment being an old and chronic one, he was obliged to go to a hospital for treatment at Philadelphia. That was when he was on the Power Commission. One report has it that when the Chairman is discharged from the Naval Hospital this time, that he will be obliged to take a complete rest for a month or two - Southern newspapers say that an extended fishing trip is in contemplation - which would seem to indicate that there may be a considerable period before he actively resumes his duties as Chairman of the Communications Commission.

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## N.Y.C. EDUCATION BOARD WOULD ERECT HIGH FREQUENCY STATION

An application has been received from the Board of Education of New York City to erect a 500-watt educational station in Brooklyn. The station would be non-commercial and the frequency asked for is 41,100 kilocycles.

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## WHITE FIRES OPENING GUN IN 1939 RADIO INVESTIGATION

Just at the time when the Federal Communications Commission felt that it had escaped a public spanking in the form of a Congressional investigation, Senator Wallace White, of Maine, interrupted the Summer siesta with a sharp warning that he would again ask the 1939 Congress to authorize a broad inquiry into the charges of irregularity and favoritism hurled at the Commission and a probe into radio broadcasting generally.

Coming from a Republican, this declaration ordinarily might not be taken seriously, but in the case of Senator White, who nearly succeeded in having a similar resolution passed by the last Congress, it is different. Regardless of party affiliation, he is looked upon both by the Senate and the House as the outstanding radio authority in Congress and is highly respected on both sides of the fence. He was the co-author of the legislation which created the Federal Radio Commission. Furthermore, he invariably has the backing of Senator Burton K. Wheeler, Progressive Democrat, Chairman of the Senate Interstate Commerce Committee, which handles all radio legislation in that body.

There is an impression in Washington that the main reason that President Roosevelt shifted Chairman Frank McNinch from the Power Commission to the Communications Commission was to stave off a Congressional inquiry. The effort Mr. McNinch made in this respect is understood to be one of the things which put him in the hospital. Nevertheless, although reported favorably by the Rules Committee, the House voted down the proposal of a Congressional investigation of the Federal Communications Commission, the understanding being the Commission would subsequently white-wash itself by its own investigation scheduled for the Fall.

One of the biggest radio problems, Senator White said, is the spread of chain broadcasting. Other phases he wants investigated include; Government ownership and operation of stations for other than strictly governmental purposes, licensing of super-power stations, whether Congress should deal with rates and practices of broadcasting companies, newspaper ownership of radio stations, censorship or broadcasts, and liability.

"Evern Senator knows, that the air is full of reports that cases have been decided not alone on the evidence presented and the merits of the issue, but that political pressure has been often exerted, and that it has been determinative in many instances", Senator White continued. "There is, I believe, a public impression that applicants before the Commission should and must seek political aid. The Commission ought not to be subjected to such influences. Its decisions ought not to be under suspicion to the extent they now are because this or the other person of political power has intervened. I know of no





more certain means of reestablishing the Commission in public respect than to turn on the light of publicity and thereby to stop these attempts to improperly influence a quasi-judicial and regulatory body of the Government.

"There is persistent report that the Commission, in the consideration of cases and in the determination thereof, disregards its own procedural rules and its established engineering standards. Is this true? If there is justification for the belief, what is the justification for the Commission's acts?

"There is a greater volume and persistence of criticism of this Commission than of any other bureau or commission of the Government. Is there warrant for this? I think the Congress should free the Commission from unjustified suspicion or it should act if its policies and purposes and the standards which ought to guide a regulatory body of the public importance of this Commission are being disregarded. Only a searching inquiry will give the answer to these questions."

He then called attention to the profits of broadcasting and particularly to the sale prices of stations as disclosed by recent Senate and House appropriations hearings.

"Such figures", he added, "suggest that an inquiry should be made into the radio industry in order that the Congress may have complete knowledge as to the investment in radio stations and their equipment; as to profits; as to the real considerations for the sale, assignment, and leasing of stations; as to whether licensees are receiving huge sums for licenses which cost them nothing; and generally into the basic question of whether property rights in the nature of vested rights are being asserted in frequencies and are being recognized by the Commission."

Other major points discussed by Senator White were alleged trafficking in licenses, and charges of monopoly.

"Why should the Government be concerned?" he said with regard to the former issue. "The price paid cannot affect the legal powers of the Commission. In a legal sense a station licensee who has paid a huge sum for an assignment, a sale, or a lease, and who has violated the law is subject to the penalty of revocation or to the rejection of a renewal of application as is one paying a nominal consideration, but I am afraid the human element enters into the equation and punitive action is not so certain in the one case as in the other.

"If we will regard the realities, we will recognize that, in disregard of the Congressional purpose, stations and licenses and frequencies are being freely bought and sold and leased; that prices are being asked and paid which have no possible relation to the investment, and which can only be explained upon the theory that the frequency is being highly capitalized."

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## NEW BROADCASTING SKIPPER DELIVERS FIRST MESSAGE

Neville Miller, new President of the National Association of Broadcasters, addressed the following message to the members of that organization:

"I come to radio with an open mind.

"I know there is a real job to be done.

"Out of necessity you have set up a new National Association of Broadcasters to face the problems of the industry within and without.

"We want the right answer found to each problem.

"We want an Association whose functioning will equitably serve each unit of the broadcast industry; whose work will weld us into a cohesive force, vigorously advancing the radio art under the free, competitive system of American radio. We want an Association mindful of both its social and economic obligations for the welfare of the nation.

"To these ends I pledge you our labors at Headquarters. With your help we will advance toward solutions with definite progress, week by week. Naturally, the job cannot be done overnight.

"I know that radio is young and still growing. Its growth needs to be fostered and not stifled. As Mark Ethridge has pointed out, radio wants perhaps less than any industry in the nation: it wants only the opportunity to develop the highest character of service.

"In the last few days I have had the pleasure of meeting several members of the Federal Communications Commission; of conferring with our NAB Board of Directors and Committee Chairmen. I have since talked with many others in Washington concerning radio's problems, present and future. In daily sessions our Headquarters Staff is tackling the problem of Copyright, and of Labor. We are analyzing the question of Education as related to radio; we have laid the ground work for extensive research into every phase of radio as a medium of advertising and as a fair forum of public discussion. We have formulated specific plans to acquaint the public with the real story of American radio and how it operates - and the story shall be told honestly and fearlessly.

"I hope in the near future to become better acquainted with each NAB member. Pending the time I have that pleasure of meeting you personally, I hope you will not hesitate to send in your suggestions and advice, and to call on us at Headquarters for any help at any time.

"I want to express to the entire membership my appreciation of the honor you have conferred upon me. To the best of my ability I pledge to serve you faithfully."

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7/19/38

## FIGHT FOR CROSLLEY 500 KW RENEWAL BEGINS

Technicalities marked the beginning of the fight for the renewal of the 500 KW experimental license for Station WLWL, of Cincinnati, at the Federal Communications Commission hearing in Washington last Monday (July 18). Earl C. Vance, a production engineer of the RCA Manufacturing Company, who helped to build the station, was the principal witness.

Mr. Vance told about many problems in building the station, whose power is the highest of any broadcasting station regularly used in the United States. Because of the pioneering nature of the work, Mr. Vance held conferences on many matters with officials of the General Electric Company, Westinghouse, and Crosley, he said. All joined forces in the job of building the station, each one producing certain parts.

The hearing was being held by the Super-Power Committee comprising Norman Case, Chairman, T.A.M. Craven, and George Henry Payne.

It was brought about by Commissioner Payne early last Spring when he set Crosley's application for renewal of WLW's experimental license for hearing while acting as a one-man Commission.

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## GREECE BANS RADIO TRANSMITTERS FOR PRIVATE USE

The Greek Ministry of Finance recently announced that the importation from abroad and the use by private individuals of radio transmitting equipment is strictly forbidden in that country, according to a report to the Department of Commerce from the office of the American Commercial Attache at Athens.

Only Government departments will be permitted to own and operate radio transmitters in Greece, the report stated.

While amateur radio transmitting is still very little developed in Greece, the new measure seems destined to eliminate all interest in that field. At present there are only three amateur transmitters in use in Greece. These transmitters are covered by special licenses. These stations will not be affected by the new regulation unless their licenses are specifically revoked, according to the report.

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## FCC REPORTED READY TO DISINFECT COMMENTATORS

The radio czars are making a deep secret of their plan to investigate complaints against "unfair commentators", Ray Tucker writes in a Washington McClure syndicated dispatch edited by Richard H. Waldo. "They refuse to name the prospective defendants or to publicize the source of the charges. But the close relations between the aerial purgers and the administration furnishes a partial answer", Mr. Tucker goes on to say.

"The radio orator who has aroused fiercest official antagonism is a deep-voiced, dogmatic fellow whose nightly jeremiads against the Roosevelt-Hull foreign policy have provoked some teeth-gnashing here. At a New York conference of Army, Navy and financial bigwigs designed to squelch peace sentiment in the West, his name was the most frequently mentioned as the big, bad devil. For fear of making a martyr of him, the scheme to force him off the air was abandoned on the advice of an administration publicist with lots of horse sense.

"With advertisers and station owners scared stiff at the thought of official disfavor or pressure - licenses must be renewed every six months - the investigators can easily eliminate harsh opponents. But it is expected that they will proceed slowly and cautiously for fear of arousing Congressional cries of censorship. Every politico will suspect that he might be next if he irritates the poobahs in coming campaign."

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## MULLEN ONCE OFFERED JOB ON RADIO COMMISSION

Arthur F. Mullen, former Democratic National Committeeman from Nebraska, who died last week, once turned down a proffered appointment on the Federal Radio Commission and obtained the job for his law partner, James H. Hanley, in April, 1933.

Mr. Mullen considered the Radio Commission job with \$10,000 a year salary too small for his consideration and became a professional lobbyist at many times that income. Following an active political career he practiced law in Washington until late in 1937, when ill health forced him to return to Omaha.

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C O R R E C T I O N

In listing the membership of the FCC Rules Committee in the Heintz News Service July 12th, in an article captioned "Rules Group Proposes Procedure Regulations", the names of Hampson Gary, General Counsel of the FCC, and Chairman of the Rules Committee, and Davis G. Arnold, Chief Examiner, of the FCC and a member of the Rules Committee were inadvertently omitted.

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(Not released for publication until Sunday, July 24th)

## SCHOOLS ARE PROLIFIC EDUCATIONAL PROGRAM SOURCE

Schools and colleges in 42 States of the Nation have produced more than 3,000 radio programs over local broadcasting stations in less than two years using scripts supplied by the Educational Radio Script Exchange, the Office of Education, Department of the Interior announces.

How these widely-separated schools and colleges are blazing new pathways in the field of education through radio is disclosed by the publication of the third edition of a Script Catalogue listing 181 radio scripts available to educational groups through the Educational Script Exchange. The Exchange is a project created to further the work of the Federal Radio Education Committee. This Committee is composed of 40 representatives of the broadcasting industry, institutions of higher learning, associations of educators, educational radio stations, various civic, labor and religious groups, and Government agencies, having been established by the Federal Communications Commission in order to bring about active cooperation between educators and broadcasters. Commissioner of Education John W. Studebaker is Chairman of the Committee.

In the short period of less than two years the Script Exchange has supplied more than 3,000 educational groups with more than 130,000 copies of radio scripts on many educational subjects. Upward of 13,000 copies of radio manuals and glossaries of radio terms, as well as hundreds of copies of music arrangements for many local programs produced in cooperation with more than 200 stations have been sent out on request.

The third edition of the Script Catalogue lists 16 complete radio series and a number of miscellaneous scripts available to educational institutions. More than 1,200 scripts have been conserved. They were literally saved from "sudden death", since scripts ordinarily are used but once over the air. The Exchange thus makes available to educational groups a wide variety of subjects in the fields of history, literature, the sciences, industry, discoveries, current events, economics, safety, civil liberties, Government travel, music, and international relations.

An educational group interested, for instance, in the presentation of literary subjects in the training of pupils or students in radio technique, has had placed at its disposal the series, "Treasures Next Door". This series consists of 10 fifteen-minute scripts originally presented by the Office of Education, with the cooperation of the American Library Association and the Columbia Broadcasting System. It dramatizes such literary classics as Edgar Allen Poe's "Fall of the House of Usher", and "The Spy", by James Fennimore Cooper.





An educational group desiring to present a historical subject over the radio has available through the Script Exchange a series of six dramatizations entitled "Interviews With the Past". In this series six celebrities, Benjamin Franklin, William Shakespeare, Napoleon Bonaparte, Queen Elizabeth, George Washington, and Catherine the Great, come back to earth to be interviewed by a group of high school students.

A series prepared and entitled "Epoch Discoveries of the Past", dramatizes discoveries which have revolutionized science and industry. In one of the seven chapters of this series, students bring back the Scientist Spallazani, to explode the once popular theory of "spontaneous generation". Another script tells the romantic story of the cotton gin, while another tells the story of aluminum.

In the field of natural science, the Script Exchange makes available scripts entitled, "Have You Heard", a series which deals with interesting and unusual facts about volcanoes, the weather, reptiles, birds, rivers, minerals, the moon, plants, insects, trees, and animals.

One of the series popular with many educational groups is entitled "Stories of American Industry", in the 24 thrilling chapters of which the history of industry is unfolded. Furniture, chemicals, motors, tobacco, shoes, gas, electric power, glass, carpets and rugs, petroleum, dairy products, commodity distribution, toys, motion pictures, canning, coffee, tea, printing and perfumes are some of the subjects included in the series.

Seven 30-minute scripts carry education by radio to an artistic climax by making available the music appreciation series, "Symphony Hall". This series, originally prepared by WRUF, State and University station in Gainesville, Florida, is a seven-chapter course in classical music. Through selected recordings the glory of the symphony is extolled, featuring the Minneapolis Symphony, Paul Whiteman's Concert Orchestra, the Chicago Symphony and the London Symphony.

As a supplementary aid to production, the Script Exchange has recently issued a "Handbook of Sound Effects", providing instruction in the various methods of creating vocal, manual, recorded, electrical and acoustical sound effects.

Another supplementary aid to production issued by the Script Exchange is a Radio Manual which gives suggestions for the preliminary arrangements, general organization, and production of radio programs. A third aid to production issued by the Exchange is the Radio Glossary which defined commonly used radio terms such as "sneak it in", "in the mud", and "schmalz it", any of which may be heard in the production of a radio program.

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7/19/38

## RADIO-WIRE UNION CONVENES IN N.Y.C.

More than 150 delegates representing nearly 15,000 workers in telegraph companies, radio land lines, radio stations at sea and on aviation fields gathered at the Hotel Victoria, New York City, this week for the Fourth National Convention of the American Communications Association, C.I.O.

Mervyn Rathborne, in his annual presidential report informed the delegates that the union has grown almost 50 percent and many new locals have been added since last year. The convention is expected to last for two weeks. Among the speakers scheduled for the convention are John Brophy, Councilman Michael J. Quill and Harry Bridges, C.I.O. leaders; Lee Pressman, counsel for the C.I.O.; Mrs. Elinore M. Herrick, Regional Director of the National Labor Relations Board, and Alex Rose, State Executive Secretary of the American Labor Party.

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## NEW ZEALAND HOUSE BROADCASTS PROCEEDINGS

There is a changed atmosphere in the New Zealand House of Representatives, writes a World Radio correspondent, because five sensitive microphones, connected to the big national broadcasting station, pick up the proceedings. No longer does a policy measure go through on a continuous time-table, the peak points of Parliamentary interest being arranged, if possible, to coincide with the best "entertainment hours".

The budget comes before Parliament - and the microphone - at 7:30 P.M., and most important Ministerial speeches are also heard in the evening. Sometimes, by a little clever strategy, the most devastating opposition criticism will be voiced in the final half-hour of broadcasting for the night. An immediate Government answer would not be heard, but by exercise of more strategy, the next afternoon in the House of Representatives is somehow filled in so completely that the resumption of the main debate, and the broadcasting of the official reply to the critic of the previous night goes "on the air" during the ideal "entertainment hours."

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7/19/38

::: TRADE NOTES :::

Emerson Radio and Phonograph Corp., New York, has built itself into the largest manufacturer of small radio sets in the country through consistent use of newspaper space cooperatively with its dealers, according to Editor & Publisher. A report issued this week revealed a 22% increase in dollar volume over the preceding year and a 34% increase in terms of units sold", the article states.

"Most astounding achievement of newspaper advertising has been the sale of 'several hundred thousand' units of the Emerson \$9.95 sets since they were put on the market about Jan. 1. Only newspaper cooperative ads have been used during that time.

"At least \$600,000 was spent last year for Emerson advertising, nine-tenths of which went into cooperative newspaper ads. It was estimated a total of \$1,000,000 went into newspapers, including the dealers expenditures. Nine national magazines are used by Emerson in the Fall campaigns."

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Broadcasting and railroading completed a tie-up this week when the National Broadcasting Company forwarded several sets of NBC chimes to the Baltimore & Ohio Railroad Company for use by its dining-car waiters.

Among the trains on which the chimes were places are the B & O Royal Blue and Columbian between New York and Washington and the limiteds operating to Chicago, St. Louis and Detroit. Additional sets also have been ordered for the Alton Railroad Company, B & O subsidiary, for the Alton limiteds on the Cincinnati-St. Louis runs.

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Referring to the fact that North Americans often do not look upon short-wave radio with much importance, W. V. B. Van Dyck, Assistant to the President of the International General Electric Company, told the University of Virginia's Institute of Public Affairs last week that there are nearly 160 licensed short-wave stations in the Latin-American countries, as compared to only 17 in the United States.

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7/19/38

## RADIO DESTINY RESTS WITH PEOPLE, SAYS OWEN D. YOUNG

In an address delivered by Owen D. Young, Chairman of the Board, General Electric Co., at the dedication of General Electric's new station WGY in Schenectady. Mr. Young spoke in part, as follows:

"Whether broadcasting serves this country or the world well or ill lies not in the hands of the engineer, but in him who uses the instrument, influenced as he must be by the reaction of his listeners. Now for the first time, the people of the United States, not the engineers, not the broadcasting companies, must decide what radio shall and what it shall not do.

"If one assumes that arts advance with comparable speed, radio is today where the light and power industry was at the turn of the century. Then we thought there was little more to do in the application of electric energy to light and power. The fact is that the great strides in practical application have been made since then.

"Will it be so with radio? Have we seen only the promising dawn not the noon-day of a great new art? Imaginative engineers tell us so. One must remember that the hazy dreams of today become in skilled hands the realities of tomorrow. Shall talking pictures be laid down in every home? Shall newspapers be created there by facsimile without the daily shipment of pieces of paper? Shall telephones be in every button-hole? Shall we see the world around as we now hear the world around? Shall we find this earth too small and sometime, somewhere reach into the vast spaces of the Universe to gratify that insatiable curiosity of the human mind as to what we are and why we are?

"The answer is not for me to make, nor however difficult, it is not for you to spurn. All we can say is that as the years go on, we will adopt the latest and best facilities and then we will hold again from time to time dedications of new instrumentalities doing those things which are only dreamed of now and perhaps even those things which have not reached the state of dreams."

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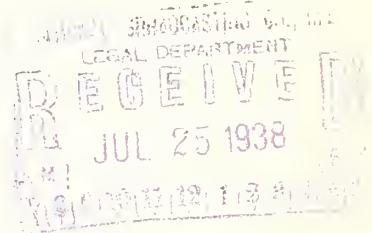


# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**



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## WLW ASKS MORE TIME FOR SUPER-POWER EXPERIMENTS

The Crosley Radio Corporation, of Cincinnati, this week presented a mass of statistical data, engineering and financial, to the super-power committee of the Federal Communications Commission in support of its request for an extension of its experimental 500 KW. license.

Toward the close of the first week of the hearing, the inquiry had failed to develop any of the expected sensations as Commissioner George Henry Payne remained silent and Powel Crosley, Jr., owner of WLW, failed to make an appearance.

Frequent clashes between Duke M. Patrick, counsel of Mr. Crosley, and George Porter, Assistant FCC General Counsel, marked the hearing as WLW put a parade of witnesses on the stand. At one point Mr. Porter explained that he wished to make a record for "further proceedings" either before the FCC or in the courts, indicating that the Nation's station will fight to retain its experimental station to the last ditch.

Considerable interest was aroused by exhibits presented by E. J. Ellig, Comptroller of the Crosley Corporation. Mr. Porter, during cross-examination, sought to show that WLW profits had shot up after its power was increased from 50 KW to 500 KW., experimentally, in April, 1934.

Indications were that the FCC committee would delve deeper into the profits of WLW before the hearing ended as Mr. Ellig's report dealt with Crosley operations generally, including manufacturing.

Earlier James Shouse, Vice-President of the Crosley Corporation, testified at length regarding the program service of WLW, while Gerald Branch, of WLW, explained tests which had been made to determine how much better service was rendered by WLW with 500 KW. than with 50 KW.

An odd fact developed, however, showing that 1.3 percent of 1045 listeners reporting one survey had found the WLW signal stronger when it used 50 KW. than when it used 500 KW. The vast majority, however, or 95 percent noted a decrease in signal when WLW returned to 50 KW. Three and seven-tenths percent found both signals the same.



Engineers of the applicant discussed in some detail technical tests relating to fading, static, and other obstacles to reception of WLW's super-power signal.

G. F. Leydorf said that the worst static level in the United States is in the southeastern section and that the strongest signal was needed to penetrate the area.

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#### WJJD CITED IN PATENT MEDICINE AD COMPLAINT

The Federal Communications Commission this week designated for hearing the application of Station WJJD, Chicago, for renewal of license after an investigation of complaint that the station was carrying patent medicine advertising.

Announcement of the hearing in a formal press notice inaugurated a new policy of the FCC in making public complaints against broadcasting stations following preliminary inquiries by members of its own staff.

With regard to the WJJD case, the Commission said:

"The investigation did not disclose that the advertising was in accord with stipulations entered into by the manufacturers with the Federal Trade Commission and the Food and Drug Administration, Department of Agriculture, following proceedings and cease and desist orders entered by those agencies."

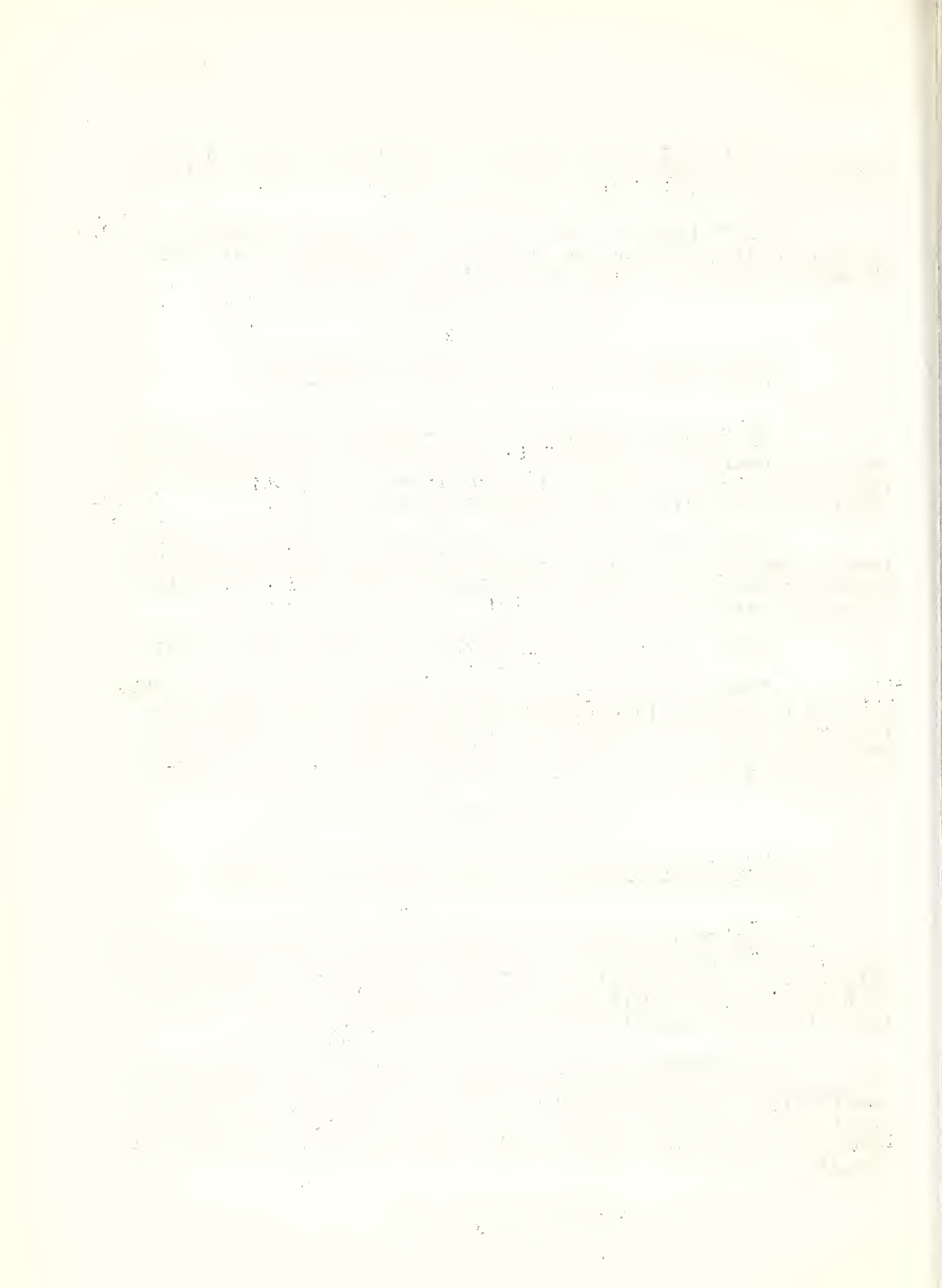
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#### CHURCH NAMED DIRECTOR OF G.O.P. RADIO ACTIVITIES

Ted Wells Church, formerly with the Columbia Broadcasting System in Washington, this week was named Director of Radio Activities of the Republican National Committee with headquarters in Washington. He will serve as an aide to Franklyn Waltman, Jr., recently named Publicity Director of the G.O.P.

Mr. Church, at one time on the Washington bureau of the New York Herald-Tribune, has been engaged in private business for the last several months. In his new job, it is understood, he will make arrangements for the major hook-ups of radio stations for Republican speakers during the current Congressional campaign.

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## MONOPOLY PROBE COUNSEL PROMISES FAIR INQUIRY

The scheduled chain-monopoly inquiry of the Federal Communications Commission, which is due to reach the hearing stage early in September, will be conducted with the utmost fairness to all parties, according to the Special Counsel, William J. Dempsey, recently named by Chairman Frank R. McNinch.

Declaring that he was preparing for the inquiry with an open mind, Mr. Dempsey said:

"I know the Commission wants the investigation conducted in a spirit of fair play as an honest, unprejudiced, fact-finding inquiry."

Mr. Dempsey is now engaged in studying the social and economic report on broadcasting prepared by Commissioner T.A.M. Craven while Chief Engineer. He said he also would examine the voluminous record in the recent super-power hearings.

The Special Counsel, despite his 32 years, has had considerable experience in governmental regulatory and legal work. He joined the FCC last October after having served as Assistant General Counsel of the Federal Power Commission, working there also under Mr. McNinch, who was Chairman of that agency.

A native of Brooklyn, Mr. Dempsey is a legal resident of Santa Fe, N.M., He joined the Federal Power Commission in May, 1937, as Assistant General Counsel. Prior to that he was identified with power litigation involving the Public Works Administration under Secretary of the Interior Ickes as PWA Administrator. He recently resigned as Special Counsel on those PWA cases now in litigation.

Mr. Dempsey attended grammar school in New York, and during his high school years resided in Oklahoma, when his father was an independent oil operator. He graduated from Georgetown University in 1927. While attending Georgetown University Law School at night, he taught Mathematics and Physics at the University during the day. He received his law degree in 1931 but had been admitted to the District of Columbia bar the preceding year. He was admitted to the New York bar in 1931 and joined the legal staff of BMT Corp., subway operators, handling utilities litigation and trial work.

In 1933, Mr. Dempsey joined PWA and was associated with Jerome Frank, Special Counsel handling power litigation, and now a member of the Securities and Exchange Commission. Mr. Dempsey is married and resides in Washington with his wife and three children.

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## PRESIDENT NAMES McDONALD TO RUSHMORE MEMORIAL

President Roosevelt last Wednesday named Commander E. F. McDonald, Jr., of Chicago, a member of the Mount Rushmore Memorial Committee. The announcement radioed to the White House from the U.S.S. HOUSTON on which the President is now cruising, stated that six new members had been appointed to the Mount Rushmore Committee. They were, in addition to Commander McDonald, Senators Norris, Independent, of Nebraska; Senator Townsend, Republican, of Delaware; Representative Keller, Democrat, of Illinois; Herman Oliphant of the Treasury Department and Russell Arundel, of Washington. Senator Key Pittman, Democrat, of Nevada, is the new Chairman of the Committee.

The White House aides said Mr. Roosevelt had accepted resignations of four members of the Commission. They were Mrs. Silas H. Strawn, of Illinois, John A. Boland, of South Dakota, E. B. Gurney, of South Dakota, and Charles N. Day, of South Dakota.

The Mount Rushmore Memorial is the gigantic project of Gutzon Borglum, the famous sculptor, who in 1927 began the carving in the stone of Mount Rushmore, Black Hills of South Dakota, massive figures of Presidents Washington, Jefferson, Lincoln and Theodore Roosevelt. This memorial was dedicated by President Coolidge August 10, 1927, and \$100,000 was voted toward its completion by the last Congress.

Commander McDonald is an old and intimate friend of Mr. Borglum, and is well-known as President of the Zenith Radio Corporation of Chicago.

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## ORAL ARGUMENT MONDAY ON ULTRA HIGH FREQUENCIES

Oral argument will be heard next Monday by the Federal Communications Commission in the matter of allocation to services in the ultra high frequencies from 30,000 to 300,000 kc. The argument is a sequel to a recent hearing at which objections were made by communications companies to certain of the allocations, especially for television.

Appearances have been entered by the Mackay Radio & Telegraph Co., represented by James C. Phelps; R.C.A. Communications, Inc., represented by Col. Manton Davis, Frank W. Wozencraft, and John F. Gibbons; Press Wireless and Aeronautical Radio, Inc., by Louis G. Caldwell; International Business Machines Corp., by Raymond Beebe, Alfons B. Landa, and Robert W. Mapes; and television channels, LeRoy J. Leishman.

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## COMMISSIONER PAYNE HOST TO SECRETARY AND MRS. ICKES

Governmental officials, newspaper correspondents, and others were guests of Commissioner George Henry Payne of the Federal Communications Commission, on Thursday afternoon at the exclusive Chevy Chase Country Club, just outside of Washington, at a reception for Secretary Harold L. Ickes and his bride.

Two colleagues of Mr. Payne on the Commission, T.A.M. Craven and Norman S. Case, and several FCC subordinate officials were present. Guests in addition to Commissioners, who attended the reception follow:

Admiral and Mrs. S. C. Hooper; Captain and Mrs. Dudley Wright Knox; Lieut. E. K. Jett, Chief Engineer of the FCC, and Mrs. Jett; Commander and Mrs. E. M. Webster; Hampson Gary, General Counsel, FCC; Mr. and Mrs. W. Kingsland Macy; Francis Colt de Wolf, of the State Department; Count Fumasoni Biondi; Mr. Gideon A. Lyon, of the Washington Star, and Mrs. Lyon; Mr. George B. Parker, Editor-in-Chief of the Scripps-Howard Newspapers, and Mrs. Parker; Mr. Drew Pearson, United Features Syndicate, and Mrs. Pearson; J. Waldo Fawcett; Mr. and Mrs. James A. Kennedy; George B. Porter, FCC; Joseph P. Tumulty, former Secretary to President Wilson; Mr. Frederic William Wile, of the Washington Star, and Mrs. Wile; Mr. Lyle C. Wilson, United Press, and Mrs. Wilson; Jay Jerome Williams; Mr. Ernest K. Lindley, Washington Post, and Mrs. Lindley; Dr. and Mrs. Edward L. Corbett; Mr. Paul Y. Anderson, of the St. Louis Star-Times, and Mrs. Anderson.

Also, Mr. and Mrs. Leon Henderson; Hal Horan, London Daily Express; Mr. Arthur S. Henning of the Chicago Tribune, and Mrs. Henning; Mr. and Mrs. Roy Marcher; Frank P. Morse; Mr. and Mrs. Seth Richardson; Frank C. Waldrop, of the Washington Herald; Mr. and Mrs. Merle J. Pusey; Lieut. and Mrs. Raymond Asserson; Mr. Carl Bauman, Associated Press, and Mrs. Bauman; George Calvert Bowie; Mrs. Gladys Butler; Mr. and Mrs. Clifton Carter; Mrs. Karl Corby; Miss Mary E. Creveling; Mr. and Mrs. James D. Cunningham; Abraham Miller of the FCC; Mr. Gerald C. Gross, head International Division, FCC, and Mrs. Gross; Al Dibble; Mr. Warren B. Francis, Los Angeles Times, and Mrs. Francis; Miss Lenah J. Ferro; Andrew G. Haley; Hugh B. Hutchison; Mr. and Mrs. A. H. Jenkins; Miss Mary V. Johnson; Mr. and Mrs. Edgar M. Jones; Mr. and Mrs. Walter Johnson; Mrs. Ruth Koppialky.

Also, Mr. and Mrs. George W. Mehrtens; Don Romer; Mr. and Mrs. Harry Ward and Miss Ward; Mr. J. D. Secrest, Washington Post, and Mrs. Secrest; Miss Leila Stiles; Mr. Ray Tucker, McClure Newspaper Syndicate, and Mrs. Tucker; Mrs. George D. Walter; Mr. Franklin G. Wisner, of the FCC, and Mrs. Wisner.

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## ARMY AND NAVY WATCH TELEVISION'S PROGRESS

Among the most interested observers of television development here and abroad are technicians of the U. S. Army and Navy who expect that the art will play an important role in future international conflicts.

Army radio experts are cooperating with private industry in giving television practical application. Experiments are being conducted with this new art in an effort to give staff officers directing wartime operations, a constant view of the battlefields instead of sketchy and delayed telephone or telegraph descriptions.

The Navy Department also is interested in developing such an apparatus, possibly for installation in observation planes flying above or near enemy ships. In future international troubles it may be that for want of a television set a war will be lost.

U. S. Government is the Nation's principal user of radio. Radio devices of many kinds are being used every day in innumerable bureaus. Their applications range from "soundings" 20 miles into the stratosphere to explorations for oil and minerals a mile or more below the earth's surface. The Bureau of Mines is using radio in geophysical prospecting.

The Weather Bureau is completing plans for establishing on September 1 the first regular observations of upper air conditions with a radiometeorograph. This is a miniature broadcasting system attached to a rubber balloon which automatically observes weather conditions as it rises above the ground and radios them to ground observers. In experimental flights the device already has explored the ceiling of the world far above the greatest altitude ever reached by man.

The Weather Bureau also is developing sensitive "static-finders" which will locate storms and trace their progress by the amount of interference they cause in the ether.

Today in war-torn Shanghai and other parts of the world radio keeps the Government at Washington in constant touch with its far-flung emissaries. The Coast Guard maintains an unceasing radio vigil along the Nation's shores.

A large corps of workers in the Bureau of Air Commerce supervise the mysterious directional radio beams which airline pilots follow as safely as a horse and buggy ambles down a country lane. Other experts of the bureau are working to perfect new "blind" landing beams and other devices to improve the record of safety in the air. They have completed work on an accurate radio teletypewriter.



The Naval Observatory is the only spot in the country which knows to the split second what time it is. It makes that knowledge available to everyone with its hourly time signals from the powerful Arlington Radio Station.

Radio direction-finders for ships and airplanes are in constant use by Government agencies, distant outposts in Alaska and isolated Indian reservations are in immediate communication with headquarters, the Army is perfecting the radio direction of tanks, artillery and other units, work is still under way in the radio control of unmanned boats and airplanes for possible use in time of war, and the lighthouse service maintains radio direction beams on some of its lightships to bring vessels into port.

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#### RADIO FIRST PURCHASE ON ELECTRIFIED FARMS

What electrical appliance would you buy first if your home were wired for electricity tomorrow? The average farmer would buy a radio.

Skipping over electric washing machines and refrigerators, Mrs. Average Farmer next would buy an electric iron. In third place comes the electric washing machine to replace the old back-breaking tub, and fourth is the electric refrigerator. These facts were made public this week in a survey report of the Rural Electrification Administration.

The average farmer spends about \$180 for appliances during the first few months he has electricity, the report stated.

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#### SCOT PROFESSOR NEW HEAD OF BBC

Professor Frederick Wolff Ogilvie, 45-year-old economist, who since 1934 has been President and Vice Chancellor of Queen's University, Belfast, was this week appointed head of the British Broadcasting Corporation.

Like Sir John Reith, who recently vacated the post at the request of the Government to take over the reorganization of Imperial Airways, Professor Ogilvie is a Scot. Although an authority on adult education, unemployment, problems and the tourist industry, he has never broadcast. He will receive a salary of £9,000 to cater to the wants of 20,000,000 listeners.

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## TELEVISION FIVE YEARS OFF, SAYS PHILIPS CO.

While keeping abreast of technical progress in television, the powerful Philips Company, of The Netherlands, believes that visual broadcasting will not be accomplished on a large scale for five years and even then a television receiver will be a luxury.

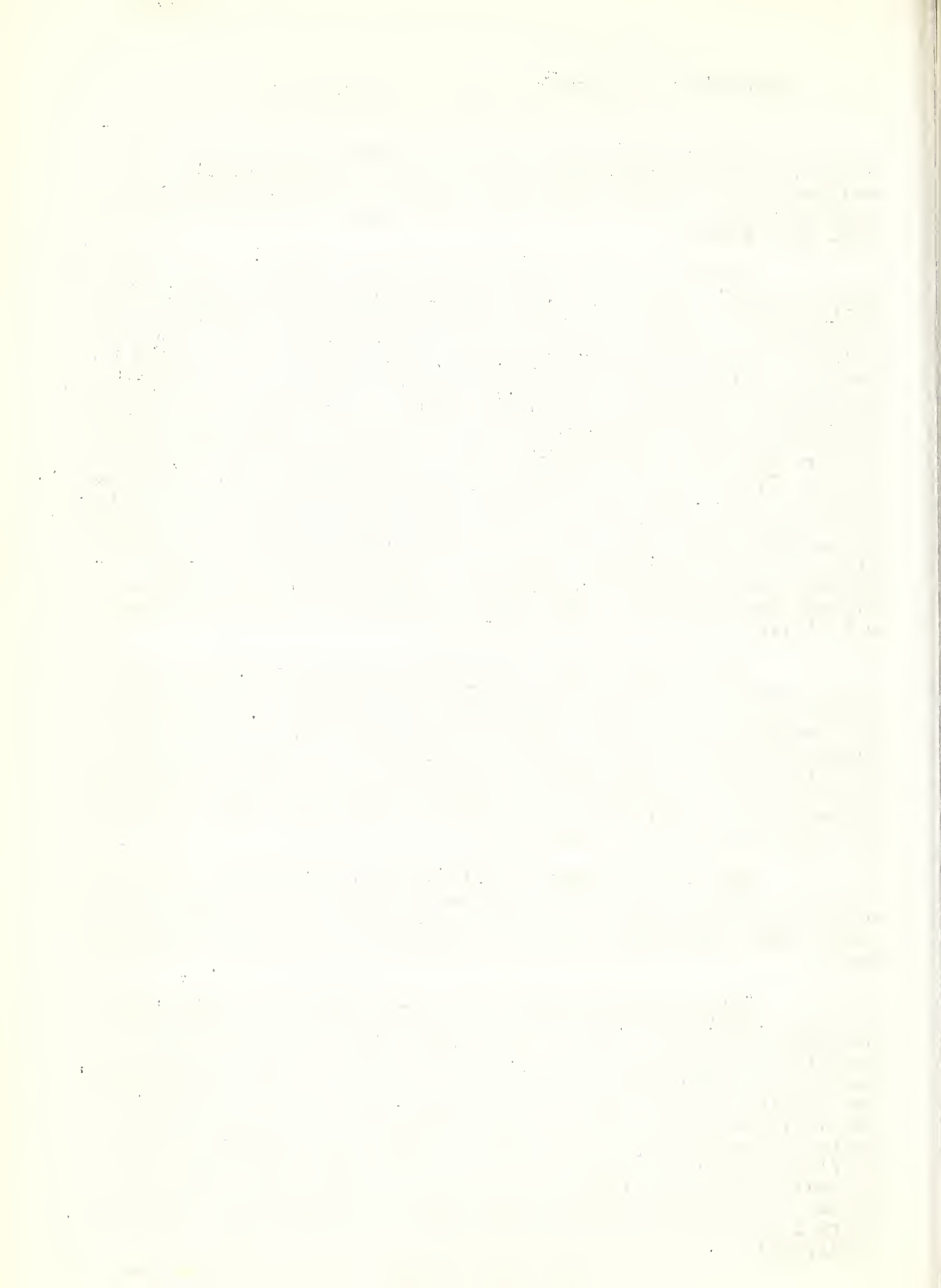
"Television in the Netherlands is still in the experimental stage", the U. S. Commercial Attache at The Hague reports, "although the progress already made in overcoming technical difficulties would, it is reported, justify the utilization of television in the Netherlands to the same extent as is being done in England, where performances are being given regularly. The Philips concern has secured a number at its laboratories at Eindhoven. The reproductions obtained with the company is newly developed 22-tube sight-and-sound receiver are considered satisfactory even when compared with the best obtained thus far elsewhere. With iconoscopes built in its own laboratories, both outdoor scenes and motion picture films can be transmitted direct, without the intervention of photography, by so-called interlacing at 25 pictures per second; in this manner, larger and clearer pictures are obtainable. There are still many improvements needed, but Philips has introduced complete television transmitters and receivers. This is some indication that the technical difficulties are being surmounted.

"A committee which was appointed to investigate and study the subject has filed a preliminary report. Recommendations have been made that experiments in television transmission be continued in order to awaken public interest. The committee finds that transmission can be done only on a modest scale for the time being. The erection in Amsterdam of a small transmitter with receivers installed in restaurants and department stores to ascertain the attitude of the public is advocated. The committee is continuing its investigations.

"The real problem of television is financial. To overcome this serious financial problem, experiments are being made to devise a cheaper apparatus and to extend the range of transmission which will render the general introduction of television practicable.

"At the Semi-Annual Trade Fair held at Utrecht in March this year, television demonstrations were held with a Philips portable television transmitter. These demonstrations are reported to have been very favorable. As to the practical introduction of television transmission, statements made recently by the Philips Company were not very favorable. In the Company's opinion, there are still so many problems that for the next five years, there will be no question of effecting television transmissions on a large scale and even then a television receiving set will still be a luxury article. Also there would remain the problem of producing actual and attractive pictures every day and every hour of the day for which enormous sums of money would be required."





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 ::: TRADE NOTES :::  
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John Royal, Vice-President in Charge of Programs of the National Broadcasting Company, announced this week the appointment of Walter G. Preston, Jr., as his Assistant in Charge of Education. This is the first step in a reorganization of the educational set-up within the national program department. He joined NBC three years ago as Assistant to the Vice-President and Treasurer, and was appointed to his present position, Director of the General Service Department, in 1936.

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WLW, The Crosley Radio Corporation, of Cincinnati, Ohio, was granted extension on July 21st of special experimental authority to operate a facsimile station from 12 midnight to 6 A.M. with 50 KW., for the period Aug. 1/38 to Feb. 1/39.

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In order of frequency in kilocycles, the International Division of the Federal Communications Commission has just issued a world list of international short-wave broadcast stations.

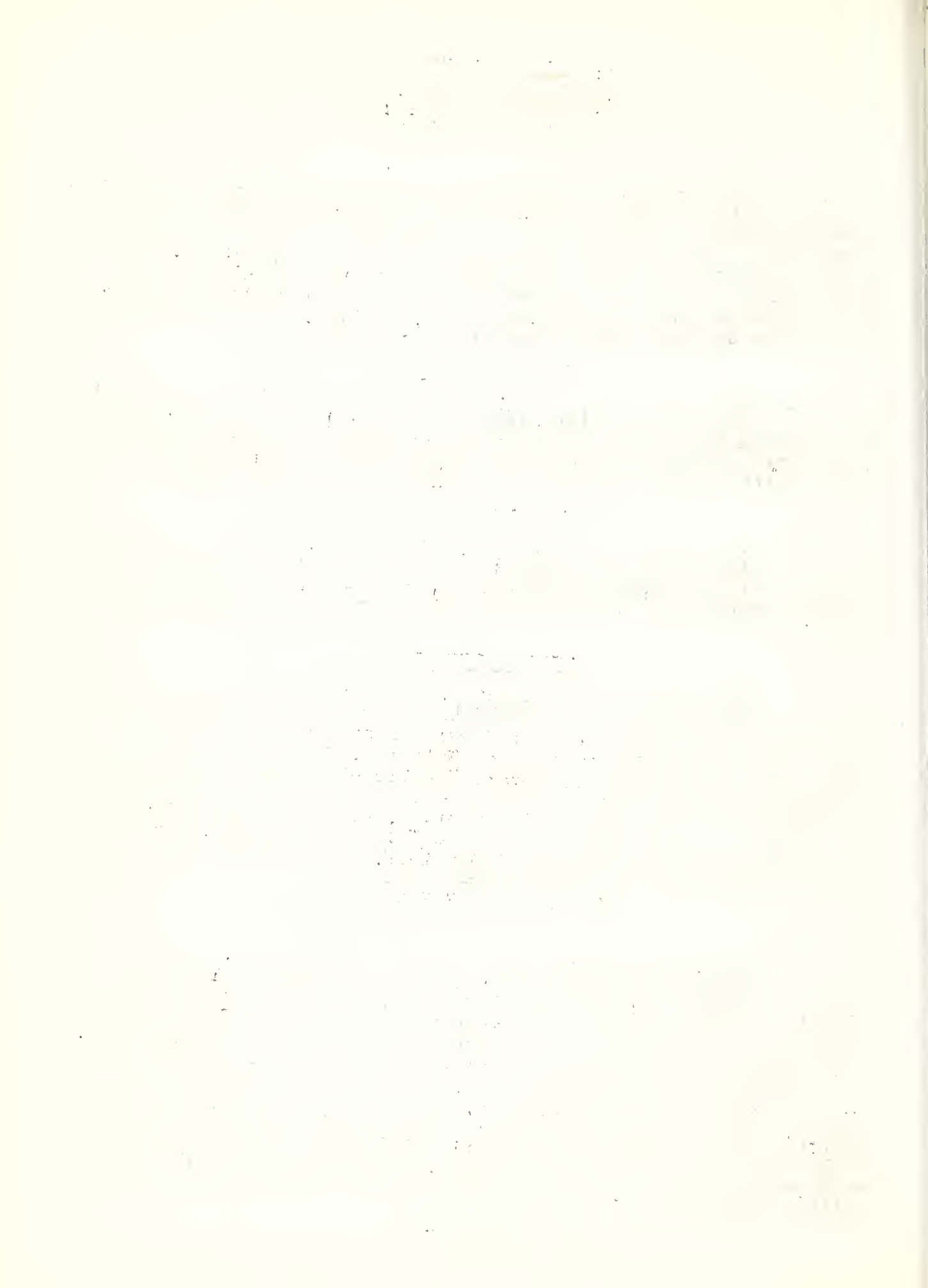
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Appointment of Vincent J. Gilcher, present Manager of Technical Services in the NBC Engineering Department, as head of the company's General Service Department was announced this week. Mr. Gilcher succeeds Walter G. Preston, Jr., who has been appointed by John F. Royal, NBC Vice-President in Charge of Programs as his assistant in charge of Education. To succeed Mr. Gilcher in the engineering post, O. B. Hanson, NBC Vice-President and Chief Engineer, named William A. Clarke, now Assistant Manager of Technical Services.

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The plant for the radio station of Tripoli, which is being constructed in the Zanzur oasis, is to be completed in August, according to the U. S. Commercial Attache at Rome. The auditors are already in the Exhibition pavilion of Tripolitania and a 6-fold underground cable unites them with the transmitter. An interesting characteristic of the radiation system in the Zanzur oasis is that it can be orientated toward the East or the West or have circular radiation. This is obtained by using two aeralis, each of which can radiate separately or serve as a reflector for the other. The Tripoli Broadcasting station will be inaugurated on October 28, 1938, as the beginning of the XVIIth Fascist Year.

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## BROADCASTING ABROAD - EGYPT

Up to May 31, 1934, broadcasting in Egypt was conducted by 21 unofficial private stations in Cairo, Alexandria, Port Said, and in the provinces, which operated intermittently as advertising media, the majority of their programs were made up of Arabic and European phonograph records, according to the U. S. Commerce Department. The quality of the transmission was poor and there was no publication of programs in the local press. All of these stations were closed on May 31, 1934, to make way for Egyptian State Broadcasting.

Egyptian State Broadcasting, through the Marconi Wireless Telegraph Company, Ltd., of London, now operates all broadcasting. The Marconi Company has a 10-year monopolistic concession, to operate as agents for the Egyptian Government, receiving 60 percent of the listener's license fees. The main studios are in Cairo in a specially constructed building.

Egyptian State Broadcasting is modelled after British Broadcasting Corporation. There is no advertising, and private broadcasting is not permitted. The construction of a new station of 100,000 watts has been authorized and will be completed by the Government within about 2 years. Subsequently it is expected there will be a short-wave station.

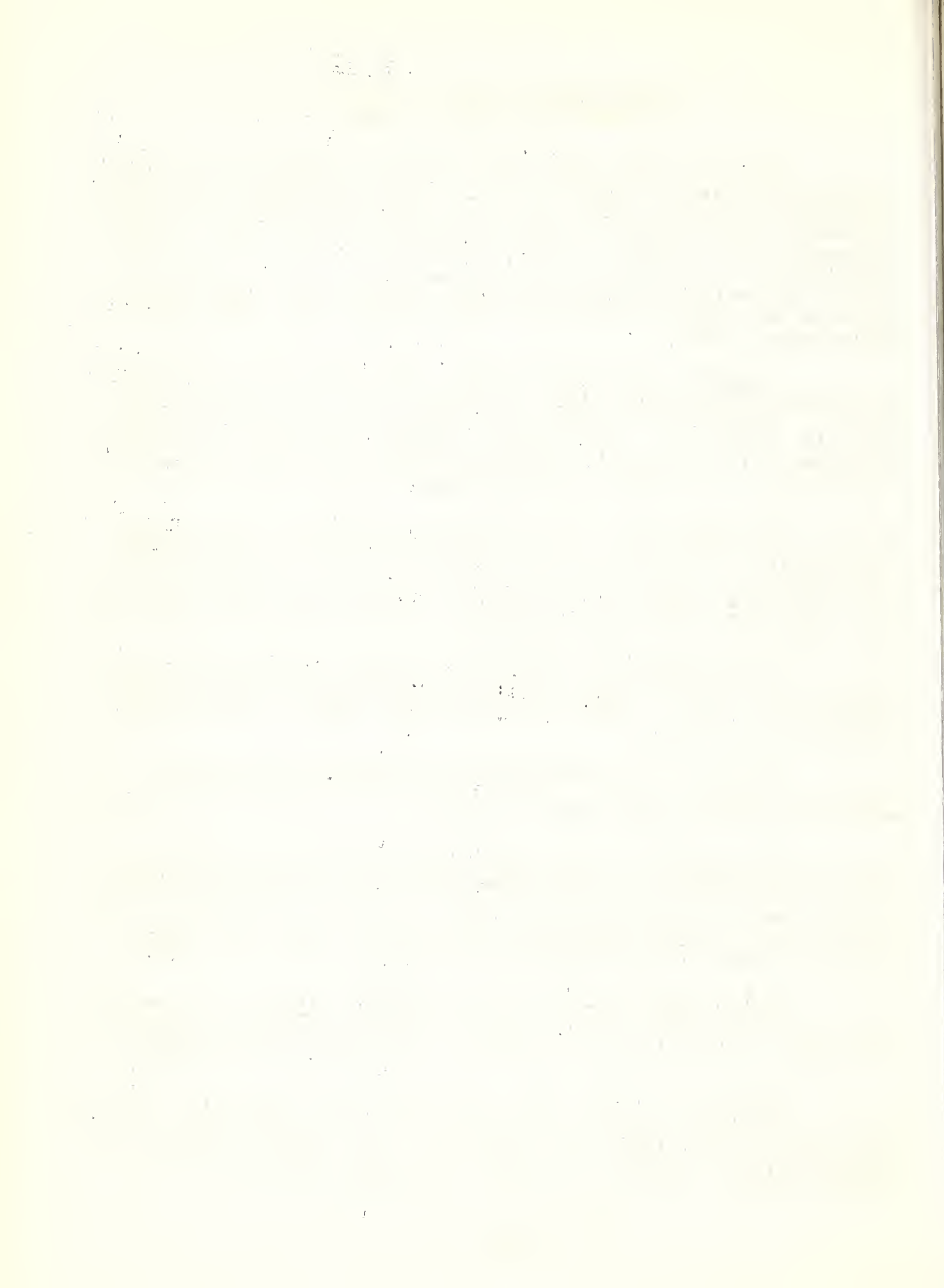
Two simultaneous programs in Arabic and European languages are broadcast daily. Hours vary with time of year but are usually from 7 A.M. to 11:30 P.M. (Egyptian Time), with intervals morning and afternoon.

Programs are general with considerable emphasis on spoken features in Arabic. There is general complaint, listeners demanding a larger proportion of music.

The Egyptian State Broadcasting has its own library which is composed of a substantial number of classical and dance music records. They buy periodically new records and also receive on loan from various local phonograph distributors the latest dance features which secure some advertisement since the title, number and make of each record is broadcast.

A limited number of transcriptions, chiefly from American sources, are also purchased by the Egyptian State Broadcasting from time to time, though the prices of American transcriptions are rather high, hence the extensive use of phonograph records.

The Marconi concession constitutes the regulations governing broadcasting. Dealers are required to report all sales of radio with the identity of the purchases. An annual receiving set tax is applied, amounting to 80 piastres (\$4.) plus 5 piastres (25¢) per tube. Antagonism to this taxation is general.





## MANY DAILIES DROPPING RADIO COMMENT, SURVEY SHOWS

Faced with increased costs, reduced revenues, and subsequent necessary economies, there is a growing trend among publishers throughout the country toward elimination of radio comment columns, an Editor & Publisher survey in key cities of the U.S. reveals.

"Lack of adequate advertising revenue from the radio industry, which commands so much free space in newspapers, long has been a sore spot to publishers, who are now taking the view that they have been the 'goat' in glorifying the other fellow too long", Stephen J. Monchak writes in the current issue. "They feel elimination of radio gossip columns is one way to save white space for more newsworthy matter.

"Following the example set earlier this year by publishers on the Pacific Coast and in the Mid-West, where radio gossip columns were successfully dropped, the movement is gaining ground. In some sections, it is indicated, elimination of program logs is under consideration.

"The movement broke out in concert, the survey reveals, coincident with sharp protests by publishers at the American Newspaper Publishers Association annual convention in New York, in April.

"Elimination of radio comment columns, initiated by five Los Angeles dailies - Times, Examiner, Herald & Express, Daily News and Evening News - early in April has become almost universal in Southern California, the survey reveals, and was accomplished with very little unfavorable reader reaction. Publishers, it is indicated, are well satisfied with the move, but show no disposition at present to throw out the radio logs.

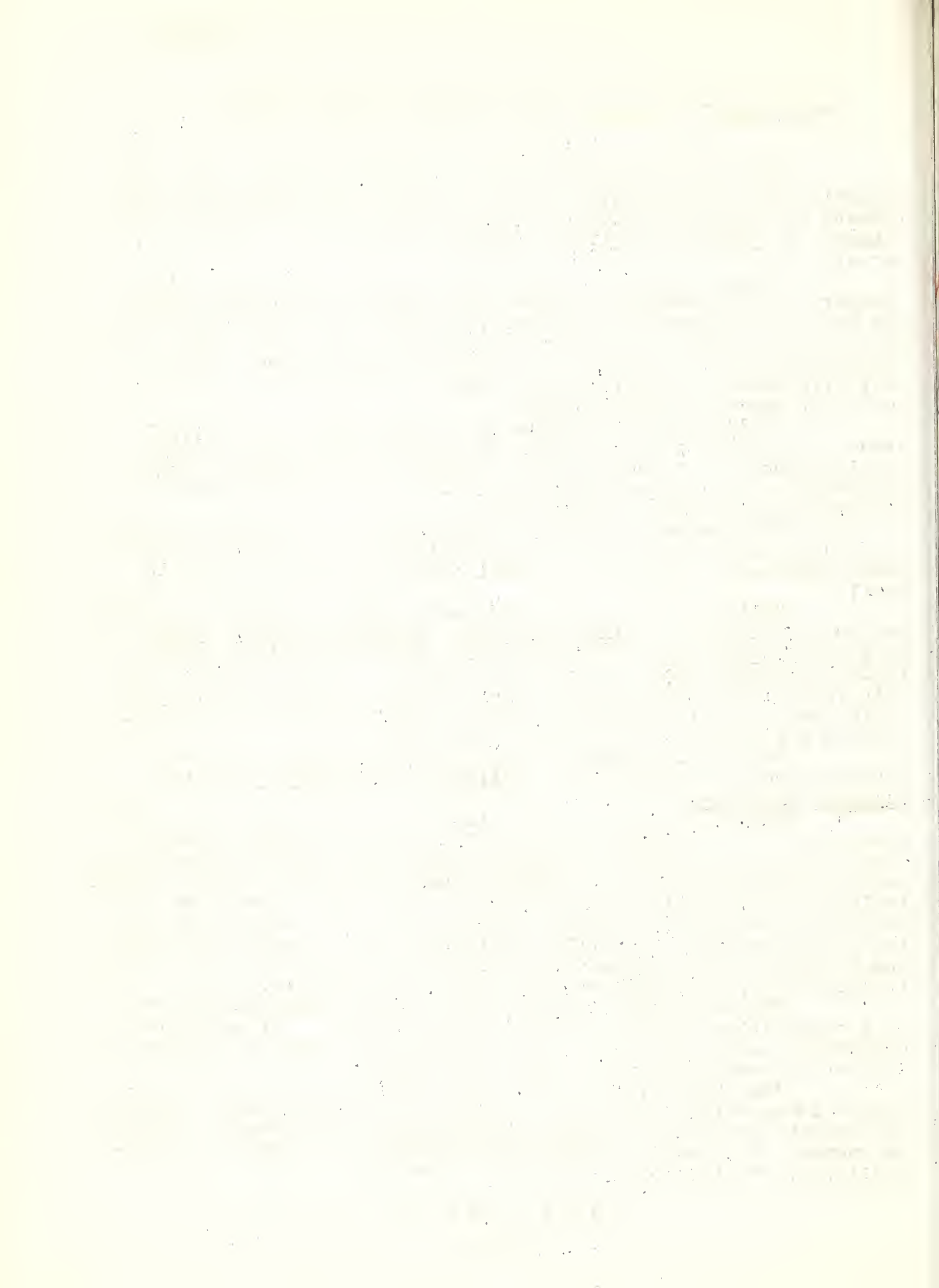
"In the Los Angeles area only two dailies continue to run radio comment columns, the Hollywood Citizen-News and the Pasadena Star-News. . . .

"Little effect on radio listening habits has been noticed according to W. R. Penney, head of W. R. Penney Market Research Corp., which maintains a continuous check on radio listeners. Figures for May of this year, following the elimination of the columns, indicates very little fluctuation from the average trend, he said. Mr. Penney estimates that newspapers in the U. S. have been giving radio from 20 to 25 million dollars worth of space each year, and compares that with the \$100,000,000 which motion pictures spend for promotion, about 85% of which goes to newspapers.

"How newspapers figure they can give \$20,000,000 a year to a competitive industry, I can't see' he said. 'If newspaper advertisers had been alert, they wouldn't have allowed the development of the radio columns in the first place.'

"In Chicago, three newspapers dropped their radio comment columns within the past 3 months with no particular outburst of protest from readers, Editor & Publisher was informed. In fact, the number of letters received, complaining the columns were discontinued, was less than 200 on each paper."

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**

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No. 1144





July 26, 1938.

WORLD S-W PARLEY DISCUSSED BY U.I.R.

At the end of 1937, according to the annual report of the Council of the International Broadcasting Union, which recently held its Summer meeting at Ouchy, Lausanne (Switzerland), the number of registered or licensed radio receivers throughout the world was about 87,500,000, representing a figure of approximately 350,000,000 listeners, the British Broadcasting Corporation reports. Of that number, 31,200,000 sets (approximately 125,000,000 listeners) are in Europe.

Delegates representing twenty-three European countries, three U.S.A. broadcasting systems, Porto Rico, and the Dutch East Indies, together with observers from postal-telegraph administrations in various parts of the world, attended the meeting, during which the Greek broadcasting service and the Spanish Republican broadcasting service were elected full members of the U.I.R.; the Argentine Government station LRA, of Buenos Aires, the broadcasting service of the Department for Press and Propaganda attached to the Mexican Foreign Office, and the Mutual Broadcasting System of the United States were elected associate members; and the broadcasting service of General Franco's administration was admitted as a special member.

Preliminary discussions by the Technical Committee on the groundwork of a plan for the revision of European broadcasting wavelengths, which the recent World Telecommunications Conference at Cairo invited the U.I.R. to draft, were an important feature of the meeting's business.

The President of the Technical Committee (M. Raymond Brailard, Director of the Brussels Checking Centre) was asked by the Council to prepare a memorandum on the existing conditions in the short-wave field, with a view to a possible world conference on short-wave broadcasting.

Questions of copyright, the international protection of artists (a problem that is to be examined in the Autumn by expert committee convened by the International Labor Office), and the unauthorized recording of broadcast transmissions were discussed by the Juridical Committee, over which Dr. Sourek (Czechoslovakia) presided.

A recommendation by the Program Committee (President, Monsieur Dymling, Director-General of the Swedish broadcasting service) that the Canadian Broadcasting Corporation should be invited to provide the fifth World Concert, to be relayed in five





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continents and to consist of music characteristic of both the English-speaking and French-speaking peoples of Canada, was adopted by the Council.

With the object of facilitating the international exchange of programs and so promoting understanding among nations, the Program Committee recommended the arranging of periodical meetings of the officials responsible in each organization for international relays.

During the General Assembly, Monsieur Antoine Dubois (Holland) was re-elected President of the U.I.R. for 1938-1939; Monsieur R. Jardillier (France) and Monsieur le Professeur V. Ylostalo (Finland) were re-elected Vice-Presidents. Messieurs von Boeckmann (Germany) and M. E. Nelky (Hungary) were elected Vice-Presidents in the place of Vice-Admiral Sir Charles Carpendale (Great Britain) and Professor Vallauri (Italy).

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#### McFARLANE, CRITIC OF FCC, LOSES PRIMARY FIGHT

While returns were not complete, reports from Texas early this week were that Representative W. D. McFarlane, outspoken critic of the Federal Communications Commission, had lost out in the Texas Democratic primary.

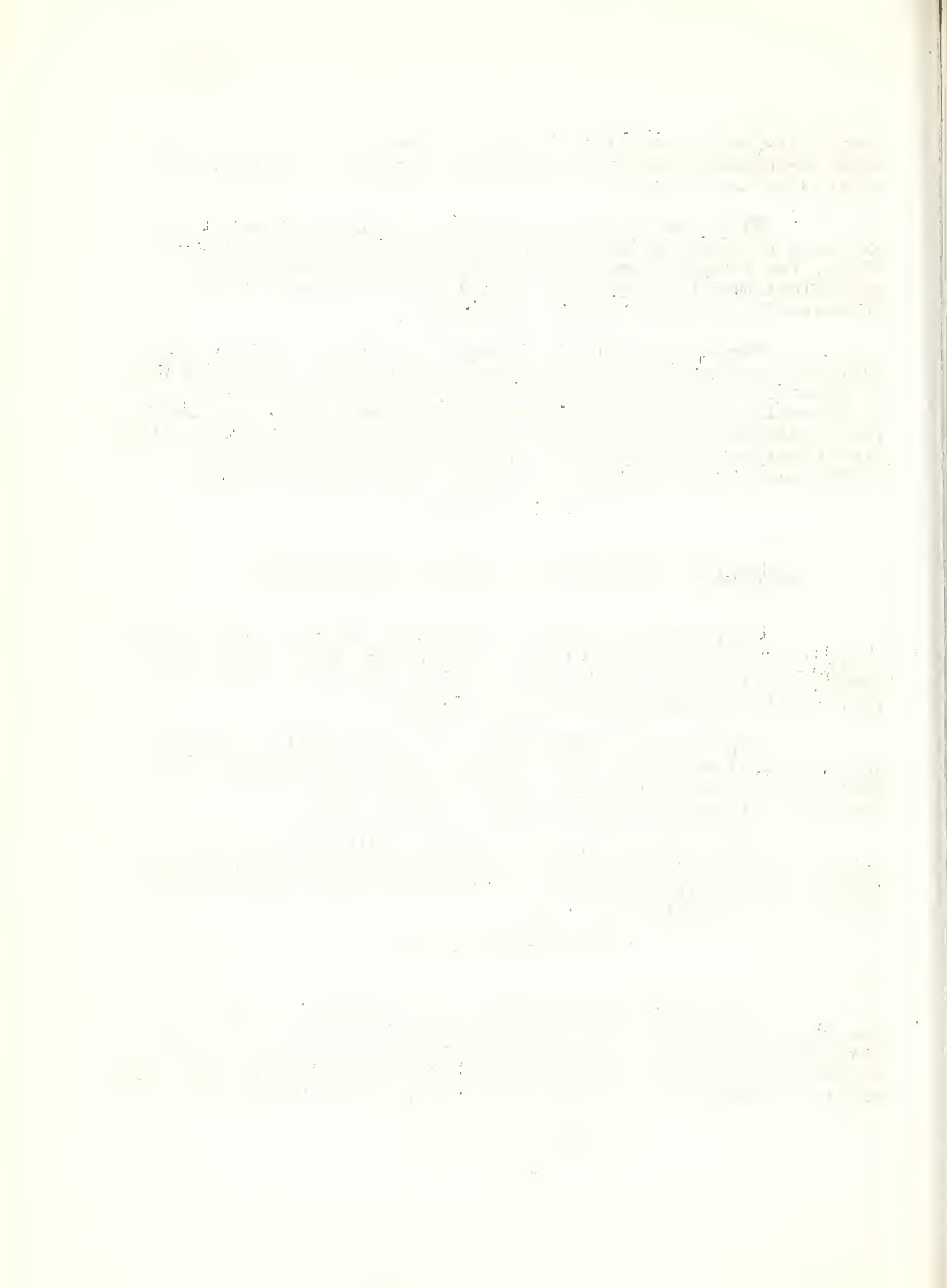
Representative McFarlane during the 75th Congress made frequent attacks on the FCC and what he termed "the radio monopoly" on the House floor and was one of the members who demanded a thorough Congressional investigation.

The apparent victory of W. Lee O'Daniel in the gubernatorial race also had a radio tie-in but of a different sort. Mr. O'Daniel achieved his large following via a radio program and a hill-billy band.

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The British Navy radio station under construction at the Singapore naval base will be completed during this year. This station will be used by the Admiralty as a relay station in the Far East and will provide direct communication with all British warships in Far Eastern waters, direct to London.

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FCC TO PRESENT CASE IN WLW HEARING THIS WEEK

With the Crosley Radio Corporation nearing the end of its presentation of testimony in the WLW case, the Federal Communications Commission was expected to present evidence this week on the social and economic aspects of super-power.

The hearing recessed over Monday so that the full Commission could hear oral arguments with regard to its orders on ultra high frequencies.

The highlight of WLW's testimony to date in behalf of continuation of its 500 KW. experimental license was the financial statement submitted by E. J. Ellig, Comptroller of the Crosley Corporation, covering operations from 1929 through 1937.

The statement showed that for 1937, WLW's net revenue totaled \$2,658,806.22, with total expenses of \$1,546,796.46 and after deducting probable income taxes, the net profit amounted to \$702,954.61, or 26.4% profit. The statement further disclosed that WLW's net income increased from \$43,464.20, or 6.4% profit in March, 1930, to a maximum percentage of profit for the year ending March 31, 1934, of 34% when the net income was \$408,951.58.

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UNION POLL OF CBS TECHNICIANS ORDERED

The National Labor Relations Board on Monday scheduled a collective bargaining election "as promptly as practicable" among approximately 200 broadcasting technicians and engineers employed by Columbia Broadcasting System, Inc.

All CBS engineers and technicians, except those employed at Station KMOX, St. Louis, will decide whether they wish representation by the C.O.O.'s American Communications Association, by the unaffiliated Associated Broadcast Technicians, or by neither. Each claims a majority.

Employees at Stations WABC, New York; WBBM, Chicago; WBT, Charlotte, N.C.; WKRC, Cincinnati; WCCO, Minneapolis; WECL, Boston, and WJSV, Washington, will be polled.

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## AIR CENSORSHIP HIT BY CIVIL LIBERTIES UNION

Continuation of its fight against any form of radio censorship was promised by the American Civil Liberties Union recently in its annual report. One of its objectives for the new year, the Union said, would be:

"Greater freedom of the air by setting aside time for public discussion free of station managers' control; by requiring equal facilities for all sides of controversial topics; and by opposing governmental censorship in any form."

Discussing the past year, the Union said:

"While censorship by station managers continues as a part of the accepted set-up, the Federal Communications Commission which disavows censorship - and from which, in fact, it is prohibited by law - for the first time assumed such powers in criticizing a National Broadcasting Company sketch featuring Mae West and Charlie McCarthy. The Commission announced that it would take into consideration in considering renewal of licenses the character of programs. The Civil Liberties Union protested this announced assumption of powers by the Commission, and, as far as we know, it has not been exercised.

"While no cases of censorship by station managers came to public notice, it is a matter of common knowledge that the networks do not sell time to labor unions in order to avoid being drawn into industrial strife; nor do they, it is true, sell time to employers' associations. But the inequity of the situation is plain, for employers are able to get across their propaganda on commercial programs.

"The Union endeavored to push in Congress bills which would correct this inequality of opportunity to reach the public. No hearings, however, were held in the face of opposition by the companies and politicians desirous of retaining the good-will of the radio industry. Senate and House resolutions for sweeping investigations of the radio set-up and of freedom of the air died in Congress though reported favorably. The Civil Liberties Union worked actively for their passage. The Federal Communications Commission has announced its own investigation covering some of the issues on which the Union has been long campaigning."

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McNINCH STILL IN NAVAL HOSPITAL

Chairman Frank R. McNinch was still in Naval Hospital early this week undergoing treatment for colitis although he had been expected to return to his office by the middle of the month.

He was said to be resting well although it was not known when he would be discharged from the hospital.

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AUTHOR ADVISES AGAINST LATIN AMERICA PROPAGANDA

Broadcasters who have opposed the proposed entry of the United States in a short-wave propaganda contest with Germany and Italy for Latin American listeners received encouragement this week from an American authority on Latin American affairs.

Edward Tomilson, author and lecturer, upon returning from a tour of South America during which he made a special study of Nazi and Fascist influence, expressed the opinion that the United States should refrain from propaganda, according to the New York Times.

The Latin Americans are surfeited with the continual evidence of foreign influence and are growing wary of propaganda, he said, and the United States should carefully reject any attempt to add its voice to the tumult, especially since the existing friendly feeling for the United States would render any such urging superfluous.

He quoted Dr. Gil Borges, Foreign Minister of Venezuela, as saying:

"The United States does not need to put on a campaign of propaganda. The actions of your country and your President have done more to improve the standing of the United States in Latin America than any special campaign of propaganda could possibly do."

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## CLEVELAND HEARINGS RECESS TILL AUG. 1

Hearings of the Great Lakes and Inland Waters Survey of the Federal Communications Commission, which commenced before Commissioner Thad H. Brown in Cleveland on July 18th and continued until Friday afternoon, July 22nd, have been recessed until Monday, August 1st.

In his opening statement Commissioner Brown emphasized that the investigation was not an adversary proceeding, but a public hearing in aid of legislation to determine factually the nature and extent of shipping and commerce upon the Great Lakes, the facilities for navigation, the navigation hazards and casualties, and the need, if any, for radio communication facilities.

Congress in 1937 in "An Act to amend the Communications Act of 1934", which contained a provision for the promotion of safety of life and property at sea, directed the Federal Communications Commission to make a special study to determine what, if any, different radio facilities and uses are required in the Great Lakes and inland waterways trades than those ordered by Congress for coast-wise and inter-coastal ocean shipping and required by the International Safety at Sea Convention and Treaty for international high seas shipping.

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## RADIO SERIES CUTS TRAFFIC DEATHS

A 35 percent reduction in deaths on Maryland's highways thus far in 1938 over 1937 was traced in part at least this week to the 13 Sunday radio dramatizations over Station WBAL in Baltimore of death on the highway.

Walter R. Rudy, Commissioner of Motor Vehicles, who worked out the programs with the Commercial Credit Co., of Baltimore, said he felt the dramatizations had a healthy psychological effect on motorists starting out for Sunday or vacation trips.

Because of this apparent success, Commissioner Rudy recommended a continuation of the program, which has been entitled "It Happened So Quick."

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## ICKES MAKES DEBUT AS RADIO COMMENTATOR

Secretary Ickes made his debut as a radio news commentator Monday night over Station WOL, Washington, taking the place of a vacationing commentator.

During a review of the news, Secretary Ickes commented editorially on President Roosevelt's prospects for a third term, Senator Tydings' campaign for reelection, and the defeat of Representative Maverick in the Texas primary.

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## CIVIL WAR DIVIDES SPANISH STATIONS

The Spanish Civil War has had the effect of dividing the broadcasting stations into a number of groups, each controlled by one party or the other to the conflict, according to World-Radio. The Government stations are divided into two groups - the first under the Ministry of Telecommunications of Valencia, and the second under the Director-General of Broadcasting, Barcelona. The first of these groups consists of the following stations:

		<u>Metres</u>	<u>kc/s</u>	<u>KW</u>
Madrid	EAJ2	410.4	731	5
Jaen	EAJ70	410.4	731	1
Valencia	EAJ71	410.4	731	2
Almeria	EAJ54	200.	1,500	0.2
Murcia	EAJ17	201.1	1,492	0.2
Aranjuez	EAQ	30.4	9,870	20.

The second of:

Radio Barcelona	EAJ1	377.4	795	5
Radio Barcelona	EAJ1	( 42.7	7,026	-
		( 21.35	14,051	-
Radio Asociacion (Barcelona)		393.5	1,022	3

There are, in addition, 9 stations belonging to this group.

The following stations are controlled by General Franco's Administration of Radio Communications:

		<u>Metres</u>	<u>kc/s</u>	<u>KW</u>
Salamanca (Radio Nacional)		238.5	1,258	20
Saragossa EAJ10		201.1	1,492	0.2
Burgos EAJ27 (Radio Castilla)		207.3	1,447	6
San Sebastian EAJ8 (Radio Espana)		207.3	1,447	1
Seville EAJ5		410.4	731	5
Pamplona EAJ6		227.3	1,320	0.5
	(more)			



Short-Wave Stations:	<u>Metres</u>	<u>MC/s</u>	<u>KW</u>
Tenerife EAJ43	28.93	10.37	23
Valladolid	48.82	7.00	0.4
San Sebastian	41.66	7.20	1

In addition, there are 39 local stations using a small power.

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#### FRENCHMAN GATHERS DATA HERE FOR RADIO SERIES

Hoping to present a true picture of the United States and the American people to French radio audiences, D. G. van Ackere, French representative of the Columbia Broadcasting System, is touring this country to gather material for a series of 30 weekly programs to be given over world-wide as well as French radio networks.

Mr. van Ackere arrived in Washington Friday from New York and spent the week-end viewing outstanding features of the Nation's Capital in order to prepare his Washington program.

"You know", he said, "the bulk of the population in France, due to the sensational treatment of American news by the majority of French papers, has a very warped idea of the true nature of America. They read of gangsters and love nests and mechanical feats with steel and stone."

By giving French audiences a clear picture of American life, Mr. van Ackere hopes in some measure to overcome popular understanding.

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#### SWEDEN STARTS S-W PROGRAM FOR U.S.

The Swedish Radio Broadcasting Company has commenced a regular radio program intended for Swedes abroad, especially in the United States, Canada, Australia, and South America, according to a report to the Department of Commerce by the office of the American Commercial Attache at Stockholm.

The program, which is broadcast bi-weekly for one hour, is at present conducted on an experimental basis in order to ascertain the most suitable wavelength and time, the report stated. In their experimental state, the programs consist of selected interviews, music of all kinds, and songs by Swedish artists, according to the report.

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TRADE NOTES

The deadline for submitting briefs in the super-power hearing has been extended by the special FCC Committee from August 1 to August 15, it was announced this week.

A labor representative on the Federal Communications Commission and a complete Federal investigation of the communications industry were demanded in the report of Mervyn Rathbone, President of the American Communications Association, adopted at the C.I.O. Union's convention in New York City last week.

Measures taken by Columbia technicians to assure continuous operation under any emergency of the new \$350,000 KNX transmitter at Torrance, Calif., have made it practically impossible to cut Los Angeles off from communication with other parts of the country, according to James Middlebrooks, engineer in charge of construction of the new plant. To withstand earth tremors of any registered intensity, the transmitter house has been built of reinforced concrete in two adjoining units, each designed to "carry" horizontal or vertical shocks.

The government of Australia has awarded contracts for nearly \$460,000 worth of radio aids to aerial navigation to be installed at airports in New South Wales, Queensland, Victoria, South Australia, Tasmania and the Federal Capital Territory, the Commerce Department reports. The equipment includes ultra-short wave landing beacons for six ports, two-way communication equipment for nine ports and radio navigation beacons for four ports, the Department said.

The 154th station of the National Broadcasting Company will become affiliated with the NBC Mountain Group No. 10 on August 1st, when the Utah Broadcasting Company opens KUTA in Salt Lake City. It will be a supplementary outlet available only to advertisers using Station KLO in Ogden.

Since the inauguration of radiotelephone broadcasts of information of use to mariners, made from the Key West Depot of the Lighthouse Service in both the English and Spanish languages, there has been a gratifying response from mariners, including a number of masters of Cuban vessels which operate partly in United States waters, according to the Bureau of Lighthouses, Department of Commerce.

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## CRITICISM OF DUTCH PATENT MONOPOLY GROWS

There is a growing amount of criticism against the pool patent control situation over radio goods in The Netherlands, the U. S. Commercial Attache at The Hague reports. The most energetic of the critics is a man by the name of Aalberts, who publishes a magazine called "The Lamp", or "De Lamp". Both forms of the name are given because he publishes sometimes in Dutch and sometimes in English, and the magazine nearly always carries articles in both of these languages, and in German, French and Spanish as well.

"Incidentally", the report states, "one of the larger import-wholesale-retail radio stores in Amsterdam issued a catalog listing American sets and evidently prospective buyers place their orders abroad, personally assuming the risk of suit for patent infringement. This concern doubtless gets sales commission and as far as is known has not been sued. Many smaller shops also do business in a similar manner and despite Philips' vigorous prosecution, there is a growing and almost wholesale disregard for its alleged 'rights'.

"A new move on the part of Philips at Eindhoven is to make the sales of sets, kits and parts impossible. It is stated that Philips has bought the American patent No. 18770, application presented June 12, 1925, under number 30472 and issued April 16, 1928. It is asserted that this patent covers all variable condensers on which trimmers are mounted and on which end plates are slotted.

"Therefore Philips forbids the sale of all variable condensers with mounting trimmers, even though they themselves will not deliver variable condensers. Thus, the independents assert, it is impossible to sell kits or sets so they are taking action in the courts and are hopeful of securing relief in spite of the strong backing the courts have always given the Philips Company. It is asserted that unless some relief can be obtained from America, the import of kits and other radio set parts from the United States probably will cease."

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## RCA DECLARES QUARTERLY DIVIDENDS

David Sarnoff, President of the Radio Corporation of America, announces that quarterly dividend number ten on the outstanding shares of the Corporation's \$3.50 Cumulative Convertible First Preferred stock, and a quarterly dividend on the outstanding shares of "B" Preferred stock, were declared at the regular meeting of the Board of Directors held in New York last week.

The dividend on the First Preferred stock, covering the period from July 1, 1938, to Sept. 30, 1938, is 87½ cents a share and payable on October 1, 1938 to holders of record of such stock at the close of business on Sept. 7, 1938. The dividend on the "B" Preferred stock is for the period from July 1, 1938, to Sept. 30, 1938, and amounts to \$1.25 a share being payable on Oct. 1, 1938 to holders of record at close of business Sept. 14, 1938.

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## RADIOS HOLD BIG LEAD IN RURAL ENTERTAINMENT.

Although less than two decades old, the radio receiver has far outstripped the piano and the phonograph as an entertainment medium in rural villages, according to a survey made by the Bureau of Home Economics of the Agriculture Department.

U. S. agents made the surveys in 139 representative villages throughout the country during 1935-36. The results have only recently been announced.

They show that from 76 to 93 per cent of the white families included in the study owned radios; from 27 to 42 per cent owned pianos; and from 13 to 22 percent owned phonographs.

Three out of four white families interviewed in the Southeast, 76 percent to be exact, owned radios. There were 2,100 such families studied in 33 villages of the Carolinas, Georgia, and Mississippi.

More than four out of five families interviewed in the central portions of the country had radios. Specifically, the proportion was 85 percent for the 1,103 families reporting on ownership of radios in 22 villages of the Dakotas, Kansas, Colorado, and Montana; and 89 percent for the 3,042 families studied in 46 villages of Pennsylvania, Ohio, Michigan, Wisconsin, Illinois and Iowa.

Nine out of ten village families interviewed for expenditure data in New England and on the Pacific Coast had radios. In 24 villages of California, Oregon, and Washington, the percentage was 92 for the 1,471 families interviewed. In 14 villages of Vermont and Massachusetts, ownership was reported by 94 percent of the 743 families visited.

A special Negro study of 972 families in the 33 Southeastern villages plus Mound Bayou, Mississippi, an all-Negro village, showed 18 percent of the families owning radios, as against 20 percent owning phonographs, and 10 percent owning pianos.

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# HEINL RADIO BUSINESS LETTER

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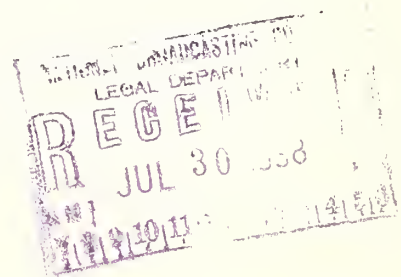
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## SENATOR WHITE CITES GAINS AT CAIRO

World-wide radio regulations adopted at the International Telecommunications Conferences in Cairo, Egypt, last Spring "are a distinct improvement over the existing regulations" and "the interests of the United States have been safeguarded", Senator White (R.), of Maine, Chairman of the American delegation, reported to the State Department this week.

In a 42-page report, Senator White reviewed the actions of the Conference in relation to the demands of the United States.

Seven decisions of the Conference on radio matters were cited by Senator White as outstanding. They are:

1. Adoption of a plan for radio channels for the world's seven main intercontinental air routes, including calling and safety service channels.
2. Widening of the high frequency broadcast bands to a total of 300 kilocycles and the adoption of special bands for tropical regions for regional use.
3. The limitation of the use of spark sets to three channels and the outlawing of spark sets except below 300 watts output.
4. Improved tolerance and bandwidth tables.
5. The extension of the allocation table to 200 megacycles for the European region. Other regions were given the right to effect their own arrangements above 30 megacycles.
6. Establishment of further restrictions on the use of 500 kilocycles frequency for traffic.
7. Bringing up to date of regulations relative to the maritime and aeronautical services.

Some of the highlights of the report relative to broadcasting follow:





"With respect to long wave broadcasting, the Madrid plan was only slightly altered. The band 160-265 kc. was continued for European broadcasting as under the Madrid Regulations. However, under the new regulations a European or Regional Conference may allow one or several broadcasting stations in Europe in the band 150-160 kc. in derogation of the general allocation to mobile services provided the mobile services are not hampered. The regulations also provide for the use of the frequency band 160-265 kc. for broadcasting in South Africa and and British India, in addition to New Zealand and Australia, on condition that the stations which use these frequencies for broadcasting be placed in such a manner as to avoid interference with the services of countries which use these frequencies for purposes other than broadcasting.

"The regular broadcasting band, 550-1500 kc. was continued for this service in accordance with the Madrid Regulations except that in the footnote, which authorized the use of 1364 kc. by the mobile service, Type B emission has been eliminated. In addition, the Conference extended the band to 1560 kc. for broadcasting in Europe, and provided for the use of the band 1500-1600 kc. in other regions for broadcasting on a shared basis with the fixed and mobile services. The Delegation of the United States would have preferred an exclusive allocation to broadcasting in the band 1500-1600 kc., but this could not be agreed to by countries outside the Americas because of the special use of these frequencies in various regions for fixed and mobile services. However, inasmuch as this band is of a regional character, and since it is set up as an exclusive broadcasting band under the Inter-American Regional Agreement, it is not expected that the fixed and mobile services of the Americas will be permitted to operate therein.

"The problem of allocating frequencies between 6,000 and 25,000 kc. to broadcasting was left until late in the Conference. This was necessary because of the pressure which was brought to bear for aeronautical frequencies and the desire of most of the larger nations to protect the frequencies which are already in use by other services.

"Pursuant to the recommendations of the Inter-American Radio Conference of Havana, the Delegation of the United States submitted a proposal to consider the need for additional high frequency broadcasting bands in accordance with the basic principles which had been agreed to at Havana.

"After long discussion extending through several meetings, the Conference agreed to a broadcasting allocation which in most respects conformed to our recommendations. In other respects, the plan was not considered objectionable by our Delegation since it contained the necessary safeguards to our own interests.



"The new bands allocated to broadcasting are actually extensions of the existing bands. They are: 6150-6200 kc.; 9600-9700 kc.; 17800-17850 kc.; 21550-21750 kc. A footnote in the allocation table applicable to all of these bands requires the removal, as soon as possible, of stations other than broadcasting which are now operating in these newly created broadcast bands. It likewise requires that broadcasting stations operating in derogation of the general allocation table be moved to the broadcast bands. In addition, the Madrid amateur band 7200-7300 kc. was allocated for shared use between amateur and broadcasting services in regions outside the Americas, their territories and possessions. In the Americas the band is allocated for the continued and exclusive use of the amateur service. The Madrid broadcasting bands, 11700-11900 and 15100-15350 kc., were approved for continued use without change.

"The United States Delegation espoused the cause of the amateurs and vigorously opposed the recommendations of Italy to allocate parts of the 7 and 14 mc. amateur bands to the broadcasting service. Except for countries in the Americas, the Italian proposals received general support. Arguments were advanced to the effect that additional broadcast frequencies were required and the amateur service, as well as the fixed and mobile services, should make some sacrifice."

"With respect to the allocation of frequencies to broadcasting between 25,000 and 30,000 kc., our Delegation made every effort to obtain world-wide agreement for the use of the band 25,000-27,000 kc. in accordance with the plan approved last year for stations of the United States. This proposal, however, met with immediate opposition on the part of Great Britain, France, Germany, and other major nations. As a compromise, it was agreed to maintain the Madrid general allocation of frequencies between 25,000 and 27,000 kc. and also to show under the heading of 'Other Regions' that the American continent might use these frequencies for broadcasting. In this way it is believed that the plan which has already been adopted by the Federal Communications Commission may remain in effect without violating the new regulations.

"The United States endeavored to obtain world-wide agreement with respect to the allocation of frequencies to television and suggested, at least for the purpose of research and experimentation, that the entire world use the bands recommended by the Inter-American Radio Conference of Havana. This proposal did not satisfy Great Britain and other major nations which are now operating television stations on a permanent basis on slightly different frequencies. The British Delegation called attention to the fact that several thousand television receiving sets were already in use by the general public in England and these receivers were designed to operate on a locked frequency which could not be changed without re-designing all of the receiving sets now in use. Germany, France, and other countries were of the opinion, that the allocation should be handled on a regional basis so





that Europe, America and other regions might use the frequencies they believed best suited for television and other services. Opinions were expressed by nations outside the Americas to the effect that the frequencies desired by the United States for fixed, mobile and broadcasting services did not coincide with the use which is being made of these bands elsewhere. Consequently, after long discussion it appeared that the only solution would be to obtain a separate agreement for Europe. The resulting allocation is a compromise of all of these viewpoints. From a practical operating standpoint, it is not important that these very high frequencies be used by the same services in all regions of the world. In some bands there are supporting reasons for maintaining the allocation so as to insure the greatest possible flexibility."

"The Delegation of the United States is well pleased with the results of the Cairo allocation and believes that it represents the best possible agreement consistent with the policies of nations participating in the Conference, that could be reached in the time allotted to the work. Our existing services are protected. The plan, if faithfully carried out, should result in a better communication structure for all services throughout the world."

"The United States, supported by several other countries, advocated the total elimination of radio traffic on the 500 kc. distress frequency for other than distress, urgent and safety measures. This same proposal had been made at the Madrid Conference and while it was strenuously opposed by certain countries at that time, regulations were adopted by that conference which restricted somewhat radio traffic on that frequency. France vigorously supported the proposal as renewed at Cairo, but Great Britain, aided by other maritime nations including her Dominions and northern European countries, was instrumental in defeating it. However, an agreement was reached imposing further restrictions upon the use of 500 kc. for the handling of traffic. The proposal had for its purpose the reduction of interference caused by the excessive use of the frequency for sending messages, thereby preventing distress and urgent calls from being heard. Under the new regulations, ships in regions of heavy radio traffic, new regulations, ships in regions of heavy radio traffic, equipped with break-in devices, may transmit only one short single message on 500 kc., thus, coast stations and many ships will no longer be permitted to use this frequency for radio traffic for even short, single messages, as under the former rules. In other regions it may be used for traffic and radio direction finding, but with discretion. Some real progress has been made, therefore, toward the elimination of interference on the distress frequency.

Senator White made acknowledgment of the assistance given by Mr. Francis Colt de Wolf, Treaty Division, Department of State; Capt. Stanford C. Hooper, United States Navy; Mr. E. K. Jett, Chief Engineer, Federal Communications Commission; Edward M. Webster and Gerald C. Gross, both of the Federal Communications Commission in the preparation of the report.

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7/29/38

## McNINCH TO QUIT HOSPITAL; REPORTED RECOVERED

Chairman Frank R. McNinch, of the Federal Communications Commission, who has been in Naval Hospital since the first of July, was due to leave the hospital before the end of this week, his secretary said, and expected to return to his office sometime next week.

It was said at his office, however, that he may take a brief vacation with his family after returning to his office. His secretary stated he is "fully recovered" from the stomach ailment which sent him to the hospital.

Mr. McNinch's discharge from the hospital came on the heels of a published report that his illness was much more serious than officially stated and that he might be away from the Commission for several weeks or months.

During the Chairman's absence, work at the FCC has slowed down somewhat although plans had been made for a no-let-down Summer.

Chairman McNinch faces a busy Fall with important decisions pending on super-power, WLW, and FCC regulations and an inquiry scheduled to start around September 1 into charges of monopoly and chain operations within the broadcasting industry.

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## JUNE RADIO TAX COLLECTIONS RISE

The first increase in excise tax collections on radio since November, 1937, was recorded last June by the U. S. Internal Revenue Bureau. The June excise tax collections, covering operations largely of last May, were \$448,882.61, an increase of 12 percent above tax collections of \$394,641.50 in June, 1937.

The total radio and phonograph taxes for the June, 1938, fiscal year were \$5,848,841.64, as against \$6,754,272.07 for the year ending June, 1937.

For the six months from January to June, inclusive, 1938, the radio tax collections were 31.5 percent below those of the first six months of 1937.

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## 500 KW. LICENSE OF WLW RENEWED CONDITIONALLY

While hearings continued on the application of WLW, Cincinnati, for renewal of its 500 KW. experimental license, the Federal Communications Commission this week granted the station temporary experimental authority to continue operation from August 1 to February 1.

The authorization, however, carried the "express condition that it is subject to whatever action may be taken by the Commission upon the pending application of this station for renewal of extension of special experimental authority."

The FCC action indicated that a decision in the WLW case may be delayed for several weeks at least.

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## LISTENERS AID IN TESTS ON SUN SPOTS

Listeners to Daventry, the Greenwich Observatory, and the British Broadcasting Corporation are cooperating in the proving of new theories relating to the effect of sun-spots on short-wave transmissions, and as a result it may be possible, in the future, to warn Daventry listeners that one of the long-term fade-outs for which solar activity is responsible is due.

Investigations have shown that the complete fade-outs of the Daventry transmissions that listeners sometimes experience - such fade-outs may, at their worst, persist for one or more days - are preceded some thirty-six hours earlier by a bright hydrogen eruption from an active sun-spot crossing the sun's meridian. This eruption may cause a short fade-out of the higher frequencies which follows almost immediately. The delayed eruption effect on the short-wave broadcasts is apparently caused by the emission of vast quantities of charged particles from the vicinity of the sun-spot, which travel at a much slower speed than that of light. As they penetrate the ionised layers they considerably reduce the ionisation levels by collision with the electrons, and give rise to very poor propagation conditions, resulting in a more or less complete failure of signals.

A new scheme whereby oversea listeners cable reports to the BBC is proving most helpful in testing the new theory. Each week observers in many parts of the world report details of any fade-outs that they have experienced, and this information is correlated with the observations of BBC engineers and with the accurate solar information supplied by the Greenwich Observatory.

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## WLW CHALLENGES DEFINITION OF SUPER-POWER

The general definition of super-power as 500,000 watts was challenged this week by James D. Shouse, Vice-President of Crosley Radio Corporation, as hearings continued on the application of WLW for renewal of its experimental license.

"We find that the term super-power as applied to 500,000 watts in a certain sense of the word represents a distorted picture of what power is", he said.

"In 1924 power of 500 watts was called super-power, and in each successive stage in the increase in power of WLW, the step taken has been referred to as adhering to the super-power theory.

"Super-power has been progressively 50 watts, 500 watts, 5,000 watts, 50,000 watts, and 500,000 watts".

Mr. Shouse pointed out that WLW began with the call letters 8CR and only 20 watts power in 1921. The following March it took the call letters WLW and increased its power to 50 watts. In September the same year it was raised to 500 watts.

In 1925, WLW's power jumped to 5,000 watts, in 1928 to 50,000 watts, and in 1934 to 500,000 watts.

It was one of the first broadcasting stations to use 500 watts and the first, successively, to adopt 5,000 watts, 50 KW., and 500 KW.

"From the outset", Mr. Shouse explained, "executives of Crosley have been convinced that one of the principal factors in the growth and popularization of radio was the maintenance of a sufficient signal to over-ride noise level, whether man-made or natural, and pursuant to that belief it has been its policy at all times to seek authority to use the highest power then technically feasible under the circumstances."

WLW was still presenting evidence this week in support of its application for renewal of its 500 KW. experimental license.

George Porter, Assistant FCC counsel, and Duke M. Patrick, WLW attorney, were clashing frequently over evidence and cross-examination of WLW witnesses.

Among other witnesses was John A. Kennedy, who operates three West Virginia stations, who stated that WLW does offer competition to his stations in the West Virginia territory.

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## 3,000 EDUCATIONAL PROGRAMS ON AIR

Broadcasting over local radio stations in 42 States, schools and colleges have produced more than 3,000 radio programs in less than two years, using scripts supplied by the Educational Radio Script Exchange, according to the Office of Education, Department of Interior.

The Script Exchange is a project created to further the work of the Federal Radio Education Committee. Commissioner of Education John W. Studebaker is Chairman of the Committee.

Commenting on the work of the FREC, the Commissioner declared:

"The primary purposes of the Federal Radio Education Committee, created by the Federal Communications Commission December 18, 1935, were first, to work for the elimination of controversy and misunderstanding between educators and broadcasters, and second, to bring about active cooperative efforts between the two groups. As part of one of the projects set up by the Federal Radio Education Committee, the Educational Radio Script Exchange was organized to serve as a central clearing house for radio scripts and production suggestions. By this means educational groups in various parts of the country may exchange materials and experiences, and local educational organizations are helped to become sufficiently adept in radio broadcasting to enable them to secure time on the air and to do a quality of broadcasting which justifies cooperation by the local station."

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## TWO NEW STATIONS AUTHORIZED FOR NORTH CAROLINA

Construction permits for two new broadcasting stations in North Carolina were granted this week by the Federal Communications Commission.

The capitol Broadcasting Co., of Raleigh, N. C., was granted a permit to build and operate a station using the frequency 1210 kc., with 100 watts at night and 250 watts, daytime, unlimited time.

The Piedmont Broadcasting Co., of Salisbury, was granted a permit to build and operate a station using 1500 kc., with 100-250 watts power, unlimited power.

At the same time the FCC denied applications for the same facilities by C. Frank Walker and Waldo W. Primm, of Fayetteville, and Burl Vance Hedrick, of Salisbury.

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7/29/38

## LABOR PARTY ENDORSES REPRESENTATIVE CELLER

The American Labor Party has endorsed the candidacy of Representative Celler (D.), of New York, for reelection, according to the New York Times.

Representative Celler at the last session sponsored a bill to set up a Government-owned Pan American short-wave station but later came to the defense of the present broadcasting system during House debate on a resolution for a Congressional investigation of the FCC and broadcasting.

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## NEWFOUNDLAND PLANS NEW RADIO SYSTEM

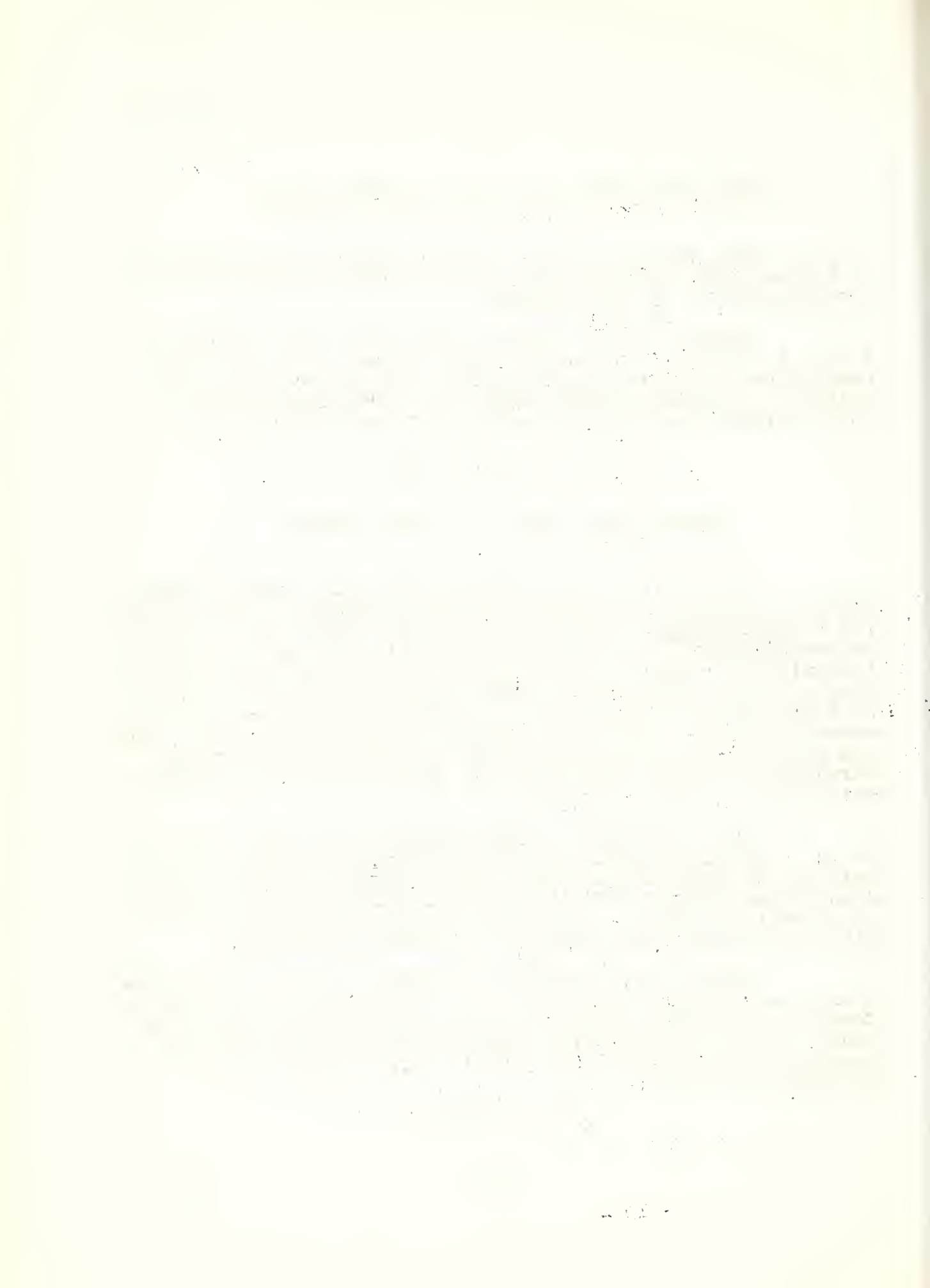
Newfoundland, the oldest part of the British Commonwealth, is about to be given a new broadcasting system, according to World-Radio. At present VONF and VOGY of the Dominion Broadcasting Co., and VOCM of the Colonial Broadcasting System transmitting wholly sponsored programs, are the sum and substance of the radio field. VOWR, however, owned and operated by Wesley United Church, is on the "air" every Sunday with church services. All these stations operate on long wave only, and do not therefore reach into every corner of the Island throughout the year - reception in Winter, of course, being better than at any other time.

The Government is now considering the site occupied by the Admiralty at Mount Pearl during the War years as a national broadcasting station. It is about five miles from St. John's, the capital. If the scheme is adopted only a minimum of advertising will be accepted and relay stations will be placed at advantageous points throughout the country.

Plans, too, are under consideration for the institution of a wireless telephone system to link Newfoundland with Canada and America on the one side, and Great Britain on the other. This service would naturally aid the development of exchange broadcast programs with the Old Country, Canada, and the United States.

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7/29/38

MAJ. DALRYMPLE, OF FCC LEGAL STAFF, DIES

Maj. A. V. Dalrymple, last Federal Prohibition Director, who for the last four years has been a member of the legal staff of the Federal Communications Commission, died this week in a Washington hospital of injuries suffered in an automobile accident last Saturday night. He was 62 years old.

The Commission subsequently wrote the following memorial in its permanent records:

"In memory of Major A. V. Dalrymple, industrious, loyal and respected member of the Commission's legal staff, whose career ended in untimely death on July 25, 1938. His record as a patriotic and faithful public servant is recognized as a valuable service to his country and his fellowmen. The Federal Communications Commission regrets deeply the loss of the valuable services and association of Major Dalrymple."

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::::: TRADE NOTES :::::

Dr. C. B. Jolliffe, of the Radio Corporation of America, former Chief Engineer of the Federal Communications Commission, and A. A. Heising, Radio Research Engineer of New York, have been nominated for the 1939 presidency for the Institute of Radio Engineers, for balloting and decision next November. Nominations for IRE Directors include Virgil M. Graham, of Emporium, Pa., Chairman of the RMA Standards Committee, and A. F. Murray, of Philadelphia, Vice Chairman of the RMA Television Engineering Committee.

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The Federal Communications Commission on July 27th granted extension of special experimental authority to WGN, Chicago, Ill., to operate a facsimile station from 1 to 6 A.M., for period August 1, 1938, to February 1, 1939.

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A special employment and wage rate survey for RMA parts and accessory member companies has been arranged, to cover manufacturing operations for the week of July 24 to 30, inclusive. Important employment and wage statistics, primarily for the information of RMA parts and accessory members but also for Government purposes, will be secured. The survey will develop wages paid (actual earnings) all employees in various wage groups, male and female, and in the principal employee classifications. Statistics also will be secured on employment, average hourly and weekly earnings, overtime practices, working hours, labor organization affiliations, etc.

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 ::: BROADCASTING ABROAD - NORWAY :::  
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Broadcasting in Norway dates from 1925, when a private company was granted a concession by the State for the construction and operation of a radio broadcasting station in Oslo, according to the U. S. Commerce Department. Similar concessions were granted to private companies in Bergen and other cities, and revenues were provided by the imposition of an internal revenue tax of 10 percent on sales of radio apparatus and equipment, and a "listeners' tax" of 20 kroner per annum. This latter will probably be reduced to 15 kroner from January 1, 1939.

The stations continued in private hands until after the passage of the "Law on Broadcasting" of June 24, 1933. On July 1, 1933, the stations were taken over by the Government, and an independent bureau, Norsk Rikskringkasting (National Broadcasting) was organized for the administration and control of broadcasting in Norway. National Broadcasting has up to the present been administered by a board of 5 members appointed by the King, while the program policy has been determined by a special board of 15 members, 4 of whom are designated by the Storting (Parliament) and 11 by the King. The technical work, including the maintenance and operation of the stations, the collection of taxes, etc., are function of the Radio Section of the Telegraph Board, which is under the jurisdiction of the Department of Commerce. The program service is under the control of the Department of Church and Education which will probably submit a proposition to the Storting in the near future for new administration of the National Broadcasting.

The National Broadcasting Company, which now occupies inadequate quarters in an Oslo building, is contemplating the erection of a broadcasting house in the Oslo district.

At present National Broadcasting is operating 17 stations, including the national station in Oslo. With the exception of Bergen, however, the regional stations function principally as relay stations for the national programs broadcast from Oslo. The Jelo station is operated to relay the Oslo programs to Norwegian ships at sea and to Norwegians abroad.

Revenues of National Broadcasting are derived from the same sources as were those of the privately owned stations. This income may be used only for the operation and improvement of broadcasting in Norway.

During the fiscal years 1935/36 and 1936/37, National Broadcasting operated the Oslo station for a total of 3,313 hours and 6 minutes, and 3,280 hours and 40 minutes, respectively. Programs are general and widely varied as to type. It transmits advertising over all regional stations every day, except Sundays, from 10:45 A.M. to 11 A.M., EST. It also transmits advertising locally from 12:45 to 12:55 P.M. The rate for the first type of transmission is 100 kroner for each minute, plus 60 kroner for the first minute to cover recording salaries to actors, royalty to authors, etc., with an additional charge for the following minutes. Short advertisements of 30 words cost 60 kroner. Local transmission over the Oslo station costs 75 kroner per minute, and advertisements of 30 words, 45 kroner. About three-fourths of the time is used for entertainment, and the last fourth for mention of the advertising firm. The program cannot be broadcast more than once.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**

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No. 1146

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August 2, 1938

## FARM RADIOS INCREASE; STILL A MARKET

A material increase in farm radios since 1930 and a huge gain since 1925 is indicated by a special report issued this week by Director William L. Austin, Bureau of the Census, Department of Commerce. This summary presents a condensed statistical history, based upon the results of a special cooperative survey covering 3,000 farms in selected counties of 40 States and upon returns made for those counties in the regular censuses of 1925 and 1930. Percentages given are those for the same counties in the three designated years, so that a fair comparison may be made.

On January 1, 1925, only six percent of the farms in these representative counties had radios. On April 1, 1930, the percentage was 29, while on January 1, 1938, it is reported as 62 percent.

The three Southern geographic divisions - the South Atlantic, East South Central, and West South Central - reported between one and three percent of farms having radios in 1925. These rose, respectively, to 51 percent, 40 percent, and 37 percent in 1938. The proportion having radios in the intermediate period was without exception between these extremes and for each region of the United States showed a consistent and progressive gain.

An increase in the number of farms reporting radios accompanies similar but less striking advance in other farm facilities, such as electric lights, running water in the house, automobiles, telephones, etc. These facilities, together with the value of farm dwellings, are often used as an index of the farmer's scale of living and are recorded periodically by the Census.

The results of the survey are so pronounced that several significant conclusions appear justified, the Census Director said, even though the survey is neither sufficiently representative nor comprehensive to give more than a general indication of the level of living on the farms in the Nation or of the trends. The farms included in the survey are probably somewhat above the average of all farms in the counties included, and those counties, in turn, above the average for the country as a whole.



For the particular farms included in the survey, out of every 10 approximately 7 had autos, 6 radios, and on 4 the operator's dwelling was lighted by electricity. On 3 farms out of every 9, water was piped into the dwelling and on 2 of these into a bathroom. Telephones were on 3 out of every 8 farms, tractors on 1 out of every 3, and motor trucks on 1 out of every 4. The average dwelling contained 6 rooms and was valued at approximately \$1,500. The level of living indicated by these figures is very substantially higher than that for all farms in these counties for 1930. The proportions of farm operators having electric lights, water piped into their dwellings, and water piped into a bathroom are roughly 50 percent greater. The proportion having radios is approximately double. The relative number with autos is about 10 percent greater, with motor trucks 50 percent greater, and with tractors 100 percent greater.

Although judged by this summary the living conditions on farms have definitely improved, a large proportion of the farms are not yet provided with the various facilities which are commonly accepted as requisites for good living. Very striking differences are shown by the survey between various groups. The lack of facilities on the farms of the Southern States is outstanding and, in part, reflects the low level of living of Negro operators. Only 4 out of the 285 Negro and other non-white operators included in the survey and located in the Southern States reported electricity as compared with more than one-third of the white operators in the same area. The differences as regards water piped into the dwelling, bathrooms, and telephones are just as striking. A comparison of the number of rooms and the value of the dwelling also shows the decided contrast between white and Negro operators. The average dwelling of Negro and other non-white operators for all farms included in the survey contained 3.8 rooms and was valued at \$311 as compared with an average of 6.2 rooms and \$1,602 for white operators.

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#### GREECE PROHIBITS PRIVATE RADIO TRANSMITTERS

The Greek Ministry of Finance has issued an announcement to the effect that the importation from abroad and the use by private individuals of radio transmitting equipment is now strictly prohibited, the U. S. Commerce Department reports. Only Government departments will be allowed to own and operate radio transmitters.

Amateur transmitting is still very little developed in Greece, and the new measure seems destined to eliminate all interest in this field. At present there are only three amateur transmitters in use, which are covered by special licenses, and which apparently will not be affected by the new regulations unless their licenses are revoked specifically.

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## WLW HEARING ENDS; LONG DELAY ON DECISION SEEN

With the conclusion of a 10-day hearing on the application of WLW, Cincinnati, for renewal of its 500 KW. experimental license, indications were that the future of super-power in this country will not be determined by the Federal Communications Commission before next year.

While the WLW hearing was concerned only with the Cincinnati station, the decision of the FCC in this case, it is believed, will form the basis for a general policy on super-power.

The same Committee that conducted the WLW inquiry also held hearings on a proposal to raise the present FCC limitation of 50 KW. on regularly-licensed broadcasting stations.

Its findings and recommendations in both inquiries must be passed upon by the full Commission before they become effective. Moreover, it was apparent from the testimony and argument of WLW during the recent hearing that the Nation's Station will carry its case to the courts if the FCC decides not to renew its experimental license.

Andrew D. Ring, Assistant Chief Engineer of FCC, was the final witness of the Commission last Friday following testimony by Robert E. Bausman, Commercial Manager of WIRE, Indianapolis, and Myron E. Elges, of William G. Rambeau Co., New York, representatives of WIRE.

The gist of the testimony of the two commercial radio spokesmen was that WLW competed with WIRE in coverage. Elges, who one time sold time for WLW through Transamerican, said that the Cincinnati's rates are "a little expensive" but that selling was fairly easy because of WLW's claim that it had primary coverage in eight important cities.

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Quoth that whimsical sage of American radio, Harold Hough, when asked by Broadcasting to comment on the Texas elections which assured the governorship for W. Lee O'Daniel, a WBAP flour-selling buildup turned statesman by listener demand:

"He is not a landslide - he is an earthquake, and he is strictly the outcome of radio showmanship, all of which means, I guess, that the few of our remaining radio advertisers will soon turn politicians. Charlie McCarthy will become Emperor of America, and Jack Benny is a cinch for the White House in 1940. Really, Texas is in a terrible turmoil. If the heat doesn't get us, the hill-billies will."

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# THE HISTORY OF THE UNITED STATES

The first part of the history of the United States is the period from the discovery of the continent by Christopher Columbus in 1492 to the establishment of the first permanent settlements. This period is characterized by the exploration of the continent by Spanish, French, and English explorers, and the establishment of the first permanent settlements by the English in 1607.

The second part of the history of the United States is the period from the establishment of the first permanent settlements to the American Revolution in 1776. This period is characterized by the growth of the colonies, the struggle for independence, and the establishment of the United States as a new nation.

The third part of the history of the United States is the period from the American Revolution to the Civil War in 1861. This period is characterized by the expansion of the United States, the struggle for slavery, and the establishment of the United States as a great power.

The fourth part of the history of the United States is the period from the Civil War to the present. This period is characterized by the reconstruction of the South, the growth of the United States, and the establishment of the United States as a world power.

The fifth part of the history of the United States is the period from the present to the future. This period is characterized by the continued growth of the United States, the struggle for peace, and the establishment of the United States as a world leader.

8/2/38

## FCC "HARD-BOILED" IN DENYING FOUR APPLICATIONS

The Federal Communications Commission this week adhered rigidly to previously-stated policies in denying the applications of four important applicants for new broadcasting facilities.

The decisions, grouped in a single order, were that facilities could not be granted: El Paso Broadcasting Co., of El Paso; World Publishing Co., of Tulsa, Okla.; KGKL, Inc., San Angelo, Tex.; and The Tribune Co., Tampa, Fla.

In the El Paso case the FCC reaffirmed its policy of granting more than one station in a city to a single applicant. It was pointed out that Dorrance D. Roderick, a majority stockholder in the El Paso Company, had been granted a permit this year to erect and operate a 100-watt station using 1500 kc.

Regarding KGKL, Inc., the FCC said: "The operation of this station during night-time hours would be expected to cause objectionable interference to the services of Mexican stations (XEFO-XEYO, Mexico City).

Regarding the Tribune Company's application, the FCC stated that Tampa, with three stations, already "has assigned to it an equitable share of broadcast facilities of the regional classification."

Applicants for the Tampa station were S. E. Thomason, Chicago and Tampa publisher, and John Stuart Bryan, President of William and Mary College and Richmond publisher.

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## AUSTRALIA PURCHASES RADIO EQUIPMENT TO AID AIRCRAFT

The Government of Australia has awarded contracts for about \$460,000 worth of radio aids to aerial navigation, which will be installed at airports in New South Wales, Queensland, Victoria, South Australia, Tasmania, and the Federal Capital Territory, according to a report to the Department of Commerce by the office of the American Trade Commissioner at Sydney.

The equipment purchased included a supply of ultra-short wave landing beacons for six airports, two-way communication equipment for nine ports, and radio navigation beacons for four ports, according to the report.

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8/2/38

## NET AFFILIATES TO HOLD PARLEY AUG. 16-17

All independent radio network affiliates have been invited to a convention in Chicago at the Hotel Stevens August 16-17 to determine what part they will take in the forthcoming chain-monopoly investigation of the FCC this Fall.

The group includes about 275 stations which are affiliated with one of the three major networks but are independently owned. It was organized a year ago under the name of the Independent Radio Network Affiliates.

Decision to hold the Chicago conference was reached last week at a meeting of 18 station executives in New York at the invitation of Mark Ethridge, of WHAS, and Samuel Rosenblum, of WFIL.

It is understood that the consensus of the New York meeting was that the affiliates should stand with the network-owned stations in presenting a united front during the FCC inquiry.

Meanwhile, it was disclosed that John J. Burns, former General Counsel of the Securities & Exchange Commission, had been retained by the Columbia Broadcasting System as its Chief Counsel for the chain investigation.

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## STATION CP GRANTED; ANOTHER RECOMMENDED

The Federal Communications Commission this week granted a construction permit for a new broadcasting station in Johnson City, Tenn., and Examiner P. W. Seward recommended a permit for a station in Emporia, Kans.

W. Hanes Lancaster and J. W. Birdwell, of Johnson City, were granted a permit to use 1200 kc., 100-250 watts, unlimited time, over Richard M. Casto, of Johnson City, and the Knoxville Journal Broadcasting Co.

Examiner Seward approved the Emporia Broadcast Company's application for 1370 kw. with 100 watts daytime.

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## FINCH GETS PATENT ON FACSIMILE TUBE

W.G.H. Finch, former Assistant Chief Engineer of the Federal Communications Commission and now President of the Finch Telecommunications Laboratories, Inc., New York City, has been awarded a patent on a new simplified and inexpensive gaseous type of facsimile recording tube.

Although this new tube was developed primarily for facsimile reproducing systems it also is particularly useful for sound recording and television, Mr. Finch explained. Prior gas filled tubes, he said, were not satisfactory for high quality facsimile reproduction work due to the intensity of the cross-section of the resultant spot of light focused upon the record sheet which resulted in fringes between the successive scanning lines, causing line by line construction of the picture to be visible to the eye.

In this new type of recording tube a novel source of light is produced having a uniform cross-sectional intensity beam of light but with a predetermined shape. Besides the uniform cross-sectional intensity of the gaseous discharge, the tube maintains a square beam for recording. This square beam of light varying in intensity in accordance with the picture signals is sharply focused by a lens system upon the film mounted upon the drum of the facsimile unit.

An important advantage of the new tube is that it produces this uniform glow across the square aperture so that the lens system may be focused directly upon the aperture so that the image of the light is directly produced upon the film.

The electrodes consist of a cylindrical cathode and a flat plate anode containing the square aperture located directly above the cathode. This cathode is set into supporting insulation material which is mounted upon the extension tube from the glass stem. The insulation member contains the projection or projecting fins used for cooling the electrode.

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Deletion of Station WRDO, Augusta, Me., for violation of FCC regulations and the Communications Act's ban on unauthorized transfers was recommended to the Commission this week by Chief Examiner Davis G. Arnold. WRDO has asked for a license renewal.

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## McNINCH OUT OF HOSPITAL, GOES TO BEACH

Chairman Frank R. McNinch, of the Federal Communications Commission, will return to his office "in a week or ten days", his secretary said Tuesday. The Chairman left the Naval Hospital the end of last week, stopped at his desk for a short while, and then left for a beach resort.

Friends denied that he had been very ill and insisted that he has fully recovered from his stomach ailment and will soon be in active charge of the Commission again. He has been away from the FCC a month.

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## ABA FAILS TO ACT ON COURT BROADCASTS

There will be no change for the present in the status of courtroom broadcasting, according to Neville Miller, President of the National Association of Broadcasters, who attended the American Bar Association's convention in Cleveland.

The ABA found it difficult to set up an arbitrary rule to govern every situation involving the broadcasting of courtroom trials, police and traffic court hearings, he said.

In many cases, it was pointed out, the widest publicity by press and radio operated distinctly in the public interest as a deterrent of crime, but there were many courtroom situations where the broadcasting of every word spoken would prove hurtful to the public interest and the dignity of the court, the Committee on Cooperation Between Press and Radio and the Bar found.

Complaints were received from some quarters that broadcasting of traffic court pleadings work to the political advantage of the traffic court or police court judge, especially in bringing the name of the judge prominently before the public at election time. But there were other reports indicating that knowledge that traffic violations would be aired had served to cut down traffic infractions and promote a better safety record.

The ABA committee, therefore, found it difficult, without further study, to lay down set rules governing broadcast of judicial proceedings. A special committee will study the problem throughout the coming year. Meanwhile it was recommended that both jurists and broadcasters continue to test each situation in the light of serving the best public interest.

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8/2/38

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:::: TRADE NOTES ::::  
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Under a stipulation entered into with the Federal Trade Commission, M. L. Myers, M. L. Rauer and George Wallach, trading as Interstate Radio Company, 2757 Lincoln Ave., Chicago, agree to cease using on their letterheads, circulars and other printed matter the word "manufacturers" to imply that they manufacture the radio sets and premium merchandise they sell, or that they actually own and operate or directly control the factories in which such products are made, when such is not a fact. The respondents, according to the stipulation, represented themselves to be "manufacturers and distributors of radios and premium items" although the products they would be made in plants or factories which they neither owned nor operated.

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U. S. commercial radio was only a year old when WAPI, Birmingham, first raised its voice. When the first network program was heard, in 1927, WAPI had already been broadcasting for five long years. This Southland pioneer, now known as the Voice of Alabama, starts its 17th year August 10, as a member of the Columbia Broadcasting System, operating a 5,000-watt transmitter day and night at 1140 kilocycles.

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An increase in power from 100-250 watts to 1 KW. and a transfer in frequency from 1200 to 1330 kc. was recommended for WRBL, Columbus, Ga., this week by Examiner Melvin H. Dalberg of the Federal Communications Commission.

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The Columbia Broadcasting System has announced the appointment of Dudley H. Fay to its sales staff, effective August 1. Mr. Fay was active with the Curtis Publishing Company, where he represented the Saturday Evening Post, until 1935. For the next two years he served as account executive with J. Walter Thompson Company, Chicago. He has been a member of Time, Inc., since last August. Mr. Fay will handle special sales assignments in the New York office of CBS.

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An increase in broadcasting time from daytime to unlimited for WTAD, Quincy, Ill., was recommended this week to the Federal Communications Commission by Examiner John P. Bramhall. The frequency is 900 kc.

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8/2/38

## RADIO EXHIBITS PLANNED AT WORLD FAIRS

The story of American system of radio will be told the millions of spectators at both the New York and San Francisco World's Fairs through plans now reaching completion at NAB headquarters.

Although definitely racing against a deadline (the staff of the National Association of Broadcasters was not fully assembled until June 15 last), an effective and dramatic portrayal of the story of radio will reach the eyes and ears of World's Fairs visitors on opening day.

It is possible also that NAB displays will receive active cooperation of the Radio Manufacturers' Association. This will mark the first time that the broadcasting industry, as such, has participated in a World's Fair.

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## ARGENTINE TO RAISE CULTURAL LEVEL OF RADIO

The Argentine Government has issued a decree which sharply criticizes the programs of the commercial broadcasting stations in that country, and by the same decree appoints an official committee to study the matter with a view to correcting the situation as soon as possible, according to a report to the Department of Commerce by the office of the American Commercial Attache at Buenos Aires.

The decree was based on a report made to the Government by the Director General of Posts and Telegraphs, who has jurisdiction over broadcasting in that country, the report stated. It was pointed out that in spite of the detailed regulations designed to maintain the Argentine programs on a high cultural level, the stations have not complied therewith to the best public interest.

Since practically all of the commercial stations in Argentina are operating under a temporary concession, subject to revision or cancellation at any time, local observers were of the opinion that the committee's report would recommend a revision of these concessions in order to bring the stations into closer alignment with the Government's views, according to the report.

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8/2/38

## JUNE RADIO ADVERTISING BELOW 1937

The monthly index of radio advertising in Printers Ink, out this past week, shows a decrease in June of 2.9 percent from 1937 and an increase of 12.2 percent over May, when corrected for seasonal fluctuations. Time sales in the second quarter were 1.2 percent below the corresponding three months of 1937. This compares with a gain of 11.7 percent for the first quarter of 1938 over the same months of 1937. A study of the graph for several years indicates that the Summer decline is decreasing from year to year.

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## AUSTRALIA TO USE RADIO IN DEFENSE PLAN

The greatly enlarged expenditures to be made on defense in Australia will include a substantial amount to provide more radio communication facilities, according to the Sydney Morning Herald.

"Under the new defense program radio services will be highly developed", the paper reports. "In the radio network the high-speed beam services will be allotted key positions, but these will be supplemented by high-powered naval and Air Force stations to be built immediately, and provision will be made for the rapid assembling and erection in Australia of other supplementary transoceanic services should the need arise.

"Special provision will be made for the rapid expansion of the network of small but effective stations for cooperation with units of the Air Force operating from all air stations.

"A system of naval 'spotting' by means of radio direction finding is being evolved to assist the Naval Board in detecting the movements of hostile units within striking distance of the Australian coast, and later an auxiliary service will be developed for 'jamming' communications from hostile stations."

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8/2/38

## AIRPORT SEEKS TO BAR TRANSMITTER

The Circuit Court for Prince Georges County, Md., has been asked to issue an injunction against the American Broadcasting Co., Inc., of Washington, to prevent erection of two WOL transmitting towers adjacent to the Queens Chapel Airport, near the intersection of Queens Chapel and Ager Roads.

Owners of the airport, which was licensed by the State Aviation Commission a year ago, contend the broadcasting company failed to comply with a law passed by the 1937 Legislature regulating the height of buildings and other structures near public landing fields.

The suit avers that erection of the towers will interfere with continued operation of the airport because they would be in direct line with the runways.

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## FRANCE REDUCES U. S. QUOTA ON RADIO

Official notice has just been received by the State Department that the French Government has now exercised the right of revision in connection with the Trade Agreement. The agreement, concluded in May, 1936, provided for the allocation of the United States in addition to the normal import quotas to which we are now entitled of annual supplementary quotas for certain specified products, including radio apparatus and radio tubes. However, it was further provided that those supplementary quotas would be subject to revision on July 1, 1937, and the first of July of the following years during the life of the agreement.

By this right of revision the supplementary quota on radio tubes, tariff ex 361 bis, has been reduced from 45 quintals to 1 quintal and that on radio apparatus and parts, tariff 524 bis g, from 588 to 1 quintal, effective July 1, 1938. Thus the total quota allotment to the United States, normal and supplementary combined, is now 385 quintals for radio tubes and 3,413 quintals for radio apparatus and parts.

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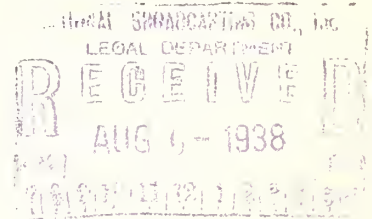


# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**



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No. 1147

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## U.S. STILL AHEAD IN WORLD'S RADIO LISTENERS

Despite rapid strides forward in the radio population of European countries, the United States still holds a commanding lead and possesses almost a third of the receivers of the world, according to Arthur R. Burrows, Director of the International Broadcasting Office at Geneva.

"The world's potential listeners at this moment number at least 350,000,000", he writes in World-Radio, BBC journal. This is a conservative estimate, for the figures received by the International Broadcasting Office at Geneva show that, at the beginning of the present year, the number of receiving sets in use throughout the world was certainly not less than eighty-seven-and-a-quarter millions, and each set is available, on an average, to four persons. Of this number of sets about 31,200,000 existed in Europe (Russia apart), and over 56,000,000 in the rest of the world (Russia included).

"The production of exact statistics relative to wireless audiences is not yet possible, and may not be so for a number of years. There are still several countries where, through the absence of a registration system, only guesses can be made as to the number of receiving sets in use. These estimates get nearer to the truth year by year, by reason of the aid given by production and importation figures; yet it must be some time before one can mention a world figure with complete assurance.

"World-Radio published some weeks ago figures which showed that Germany, at the end of last year, headed the European countries in the matter of the total number of listeners (9,087,454); and that Denmark continued to lead in the proportion of listeners to the total population. A new chart published by the Geneva Office of the I.B.U. within the last few days indicates the position of affairs at the end of 1937 in all countries for which figures are available. This chart shows that the U.S.A. maintains an easy lead in the total number of receiving sets (approximately 26,400,000), but beats Denmark by no great margin in the matter of the proportion of sets to population. The former has 204.33 receivers to each 1,000 persons and the latter 189.96 to each 1,000.

"Great Britain takes third place for 'density' of receiving sets (having 183.58 to each 1,000), and New Zealand fourth place, with 174.19 per thousand. Then follows Sweden, with 170.55; and the Commonwealth of Australia, with 147.32. Germany held fifth place in this group at the beginning of the year, but



she has made such progress in the first six months of the present year that it will not be at all surprising if she does not go higher when the next chart is prepared.

"Coming now to actual increases in listeners in countries overseas, the United States of America added about sixteen-and-a-half millions last year, the number of receiving sets rising by over 4,150,000. This figure does not take into account the number of wireless sets installed in motor-cars, which is now in excess of five millions. The percentage total increase was about 8.1. This figure, however, does not compare with the growth during 1937 in Australia and New Zealand, possibly because 'saturation point' is nearer at hand in the United States of America, and undoubtedly because the general economic conditions are better at the moment in the Antipodes. The Commonwealth increased its number of listeners from 887,015 to 1,008,595 (which was a gain of 10.2 percent), and New Zealand from 231,364 to 279,054 (which was a gain of over 19 percent). On the other hand, Canada, which at the end of March, 1937, had 1,380,500 licensed receivers, stepped backwards, and was able to count only 1,103,768 receivers at the end of March this year. It is probable that this decline has been due to the campaign conducted a few months ago against certain increases in the license fees. It is difficult to believe that it is more than temporary.

"Amongst the overseas countries possessing a licensing system and a considerable number of listeners Japan figures prominently, as usual. In that country, despite the strain of war, the number of licensed homes rose during 1937 from 2,870,986 to 3,402,489 (which represents an increase of over 18 percent). China, Japan's adversary, reports an increase during the same period of about 10 percent, the returns showing a rise from 500,000 to 600,000. It is evident, however, owing to the fact that Eastern China is one vast battlefield, that the Chinese figures are but approximate ones.

"Passing over for the moment to other countries which have no license system, but an undoubted considerable number of receiving sets, the figures of the South American republics are worthy of examination. The Argentine claims to have increased its receiving sets during the last year from 950,000 to 1,095,000, a figure which is unlikely to be disputed in view of the very general interest now being displayed in broadcasting in that country. Brazil claims half a million receiving sets, and Venezuela an increase during 1937 from 17,810 to 85,000. I have a feeling that in the latter case the figure at the beginning of 1937 should have been 71,810 not 17,810. Unhappily, no returns have been received from Chile, Peru, or Uruguay.





"Turning to the growth of listeners in British Dominions, Colonies, and Mandated Territories not so far mentioned, and taking these figures in a diminishing order, according to the percentage of sets in relation to the population, one finds that Rhodesia (Southern and Northern) raised the number of homes equipped with receivers from 5,920 to 7,805, being a gain of over 30 percent. Kenya Colony, which has its own broadcasting station, despite a widely-dispersed radio audience, increased its 'wirelessly' equipped homes from 2,194 to 2,832, in other words by 29 percent. The Union of South Africa increased its number of licensed receivers from 160,000 to 180,227 - actually an increase of over 12 percent, - but, owing to new census figures, the ratio of listening sets to population appears to have decreased. This is of quite secondary importance.

"Newfoundland, the oldest colony in the British Empire, raised its 'wirelessly' equipped homes from 9,000 to 10,000 (an increase of over 11 percent); Palestine leapt ahead from 20,388 to 28,515 (a gain of over 39 percent). British Honduras more than doubled its number (202 to 485); and Hong Kong finished the year with 8,539, as against 6,868 in the previous year. Ceylon claims a 26 percent increase with a rise from 3,873 to 4,911, and British India an increase of over 33 percent, the actual number being 38,000 at the end of 1936, and 50,680 at the end of 1937. These latter figures may not be satisfying to the enterprising organizers of broadcasting in India, but they represent, nevertheless, as may be judged by comparison with the other figures in this record, a very considerable achievement. Put briefly, 1937 provided throughout the world one of the richest 'vintages' in the history of radio."

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#### CP GRANTED ILLINOIS COUNTY PUBLIC OFFICIAL

A construction permit for a new broadcasting station at Aurora, Ill., was granted this week by the Federal Communications Commission to a public office holder, Martin R. O'Brien, who was identified as "public administrator" and "a member of the Board of Supervisors" of Kane County.

The FCC statement of facts also disclosed that Mr. O'Brien had arranged a tie-up with the only daily newspaper in the city, the Aurora Beacon News. The FCC discounted a charge by a rival applicant, Jules J. Rubens, that O'Brien was actually acting for the newspaper, which would impose certain restrictions on local advertisers.

The FCC also granted a permit for construction of a broadcasting station at Fayetteville, N.C., by W. C. Ewing and Harry Layman, trading as the Cumberland Broadcasting Co. The facilities are 1340 kc. with 250 watts power.

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## ULTRA-HIGH FREQUENCY ORDER EXTENDED SIX MONTHS

The Federal Communications Commission this week extended for six months from October 13 or to April 13, 1939, Order No. 19, as amended, allocating the frequencies from 30,000 to 300,000 kc. to specific services, except insofar as it relates to emergency stations and non-commercial educational broadcast stations.

The recent allocations to emergency stations, which include city and State Police stations, marine fire stations, special emergency stations, and forestry stations, and to educational stations will become effective October 13 as originally scheduled.

The existing licenses of all general experimental stations using any frequencies above 30,000 kc., including television stations, were extended for six months. The new order states, however, that they must not interfere with stations operating in the emergency service or non-commercial educational stations.

The purpose of extending the effective date of Order No. 19, as amended, is to give the Commission additional time to permit careful consideration of the evidence which was presented at the hearing which commenced June 20th. The protestants at this hearing stipulated that they had no objection to the allocation made by the Commission for frequencies between 30,000 and 60,000 kilocycles, inclusive.

"However, due to the large number of stations operating on frequencies above 30,000 kilocycles, and in view of the fact that applications for renewal of General Experimental licenses became due August 1st", the FCC stated, "the Commission is of the opinion that in order to provide a more orderly and effective transition of stations from the Experimental Service and certain classes of Experimental stations in the Broadcast Service to the new frequencies assigned to specific services, and to promulgate new rules and regulations governing the various services, such work may not be completed in all cases prior to October 13, 1938."

On June 22nd last, the Commission adopted Rules and Regulations governing the operation of stations in the Emergency Service which became effective July 1st. The Commission previously had adopted Rules and Regulations governing the operation of Non-Commercial Educational Broadcast stations.

The Commission has under preparation the Rules and Regulations governing the operation of stations in other services and it is anticipated that certain of these will be released in the near future.

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8/5/38

## NET REVENUE CLIMBS WITH BIG FALL FORESEEN

Time sales for the three major networks in July continued to climb, reports this week disclosed, as trade organs forecast a record Autumn business.

The Mutual Broadcasting System made the greatest percentage increase last month with \$167,108, or a jump of 64.7 percent over July, 1937. The cumulative total for the seven months of this year was \$1,509,237, a rise of 19.1 percent over the corresponding period last year.

Gross billings of the National Broadcasting Company continued their record climb for the eighth successive month over comparable figures a year ago.

Billings for July were \$2,958,710, a 9.3 percent increase over the \$2,707,450 total for July, 1937. On the other hand, the seasonal drop from the June, 1938, total of \$3,200,569 was 7.6 percent, against a 9.9 percent decline for the same period last year.

Total NBC revenues for the first seven months of 1938 were \$23,982,384, compared to \$22,655,557 for the first seven months of 1937, an increase of 5.9 percent.

Time sales on the Columbia Network last month grossed \$1,367,357 - far ahead of any other July in the company's history except for last year, which sales reached the record high of \$1,988,412.

Cumulative total for the first seven months of 1938, amounting to \$16,948,652, stands 0.9 percent ahead of the same period in 1937.

CBS this week voted a cash dividend of 25 cents a share. It applies to both A and B stock and is payable Sept. 9th.

Consolidated income statement for CBS shows net profits for first 26 weeks of 1938 of \$2,578,200, as compared with \$2,523,800 first half of 1937.

The current issue of Broadcasting meanwhile stated:

"If the present rush of advertisers seeking time on the nationwide networks this Fall and Winter continues, 1938 is going to break all previous records for network time sales. Although it is now only midsummer, already NBC and CBS are haning out the SRO sign for the more preferable evening hours."

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8/5/38

## BUREAU OF STANDARDS REPORTS ON RADIO RESEARCH

Technical studies and findings of the Radio Section of the Bureau of Standards during the fiscal year which ended June 30th, were reviewed in the annual report released this week by Dr. J. H. Dellinger, Chief of the Section.

"Among the outstanding results of this year's research on radio wave transmission was the development of means for the determination of long-distance transmission conditions from ionosphere data and vice versa", the report states. "The characteristics of three types of ionosphere anomalies and their radio effects were identified. Ionosphere data were regularly furnished to the public by weekly radio broadcasts and monthly publication. Improvements were made in the monitoring and other details of the expanded service of broadcasting standard frequencies.

"The radio meteorograph was brought to a practical operating stage; our development was put into service by the Navy and the Weather Bureau.

"Assistance was given international radio conference activities and other Governmental radio services. This included representation of the U.S. at a special meeting in London which prepared a Report on Radio Wave Propagation, and leadership in the work of the Interdepartment Radio Advisory Committee. Extensive work was done, through correspondence and visitors, on miscellaneous radio problems of the public."

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## FRANCE USES FILMS IN TELEVISION SHOW

Film scenes are now being used in Paris for television and can be seen free of charge, according to the American Commercial Attache, Paris. At present, only news and educational films are being transmitted in this way, but in course of time Paris will doubtless have a more ambitious program.

Two television receivers have been installed in a large room of the town hall of the seventh "arrondissement", 116 rue de Grenelle, near the Ministry of P.T.T., and they are to be operated on Monday, Friday and Saturday from 5 to 7 P.M., on Thursday from 5:30 to 7 p.m., and on Sunday from 6 to 7 p.m.

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## ONLY ONE CP FOR HIGH FREQUENCY EDUCATIONAL OUTLET

Although the Federal Communications Commission last January set aside a group of ultra-high frequencies for non-commercial educational broadcasting stations, only one construction permit has been granted.

Seven applications for facilities have been filed with the FCC, but four have been returned for technical corrections. The other two are pending.

WBOE, to be operated by the City Board of Education of Cleveland, was granted a construction permit March 30th for operation on 41,500 kc. with 500 watts power, unlimited time. The Cleveland Board of Education is now seeking a site for the transmitter, but definite plans for construction of the new station have not yet been announced.

Applications were received July 15th from the Board of Education of the City of New York for operation on 41,100 kc., 500 watts unlimited, and The Moody Bible Institute, Chicago, at present operating WMBI, for 41,300 kc., 100 watts unlimited. Applications have been returned to the Minnesota Economic Foundation, Minneapolis, University of Tampa, University of Illinois, and Florida Southern College, Lakeland for revisions.

The FCC has allocated 25 channels in the ultra-high frequency band between 41,000 and 42,000 kc. for assignment to non-commercial educational stations. Power of the stations will range from 100 to 1,000 watts, and they will give purely local service. It is estimated by the FCC that as many as 1,500 stations of this type could be accommodated on the 25 channels.

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## SPECIAL RADIO EQUIPMENT ON NEW LINER

The largest liner ever built in an English shipyard, the new Cunard White Star "Mauretania", will be equipped with comprehensive and specially designed Marconi radio equipment to enable the following services to be carried out: reception of press messages, long wave telegraphy, short-wave commercial telephony, continuous distress watch, direction finding, and emergency transmission on 600 meters, according to the London Electrical Review. In connection with these services three separate transmitters will be employed, one for each of the short, medium and long wave channels. The medium and long wave transmitters will be suitable for telegraphy only, and will have 8 spot waves on each transmitter. The short wave transmitter will be suitable for both telegraphy and telephony, and will have 18 spot waves.





8/5/38

Other apparatus includes the latest pattern direction finder, of the Bellini-Tosi type, with fixed aerial and rotating goniometer, the distress alarm installation, consisting of equipment which will maintain a continuous automatic 600 meters watch, together with a standard spark emergency transmitter, tuned to 600 meters, and complete radio equipment and search lights in the two port and starboard motor launches. Power for the transmitters and receivers will be provided by three dynamos, and the total power used for carrying out all the services concurrently will be less than 30 hp. Sound reproducing equipment will provide entertainment in all parts of the ship from radio, gramophone or microphone sources. A specially designed receiver is incorporated in order to receive broadcast programs, which can be distributed to any of the numerous loudspeakers which will be installed in the public rooms in all parts of the ship.

The echometer sounding device which is being fitted will have a visual indicator and an automatic recorder. The latter, in addition to providing depth indication, will automatically plot a graph of the contours of the sea bed.

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#### STATION URGED AS AID DURING SNOWS, FLOODS

Heavy snowfalls and destructive floods in Idaho were cited by Examiner John P. Bramhall this week in recommending that Chester Howarth and Clarence Berger be granted a permit for a broadcasting station at Wallace, Idaho.

Filing a favorable report on the application for 1420 kc., 100-250 watts, unlimited time, Examiner Bramhall said:

"An important factor substantiating the need for additional service in the area is that during the Winter there are heavy snow-falls ranging from 4' to 15', which block the highways and prevent the delivery of mail for periods of from two to five days so that communication throughout this area during storms is at a complete standstill. Another factor is that Cour d'Elaine Valley, in which the towns of Wallace and Kellogg and several other communities are located, is frequently subjected to destructive floods which endanger life and destroy much property. A local radio station in this area would be of inestimable value during these floods."

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:	:	:	TRADE	NOTES	:	:
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David Sarnoff, President of the Radio Corporation of America, sailed on the french liner "Normandie" this week for his annual pleasure and business visit to Europe. He will meet his family in England. While abroad he will discuss the National Broadcasting Company Symphony Orchestra with Arturo Toscanini, and plan the Fall concerts, which will start soon after the conductor's arrival here in mid-October.

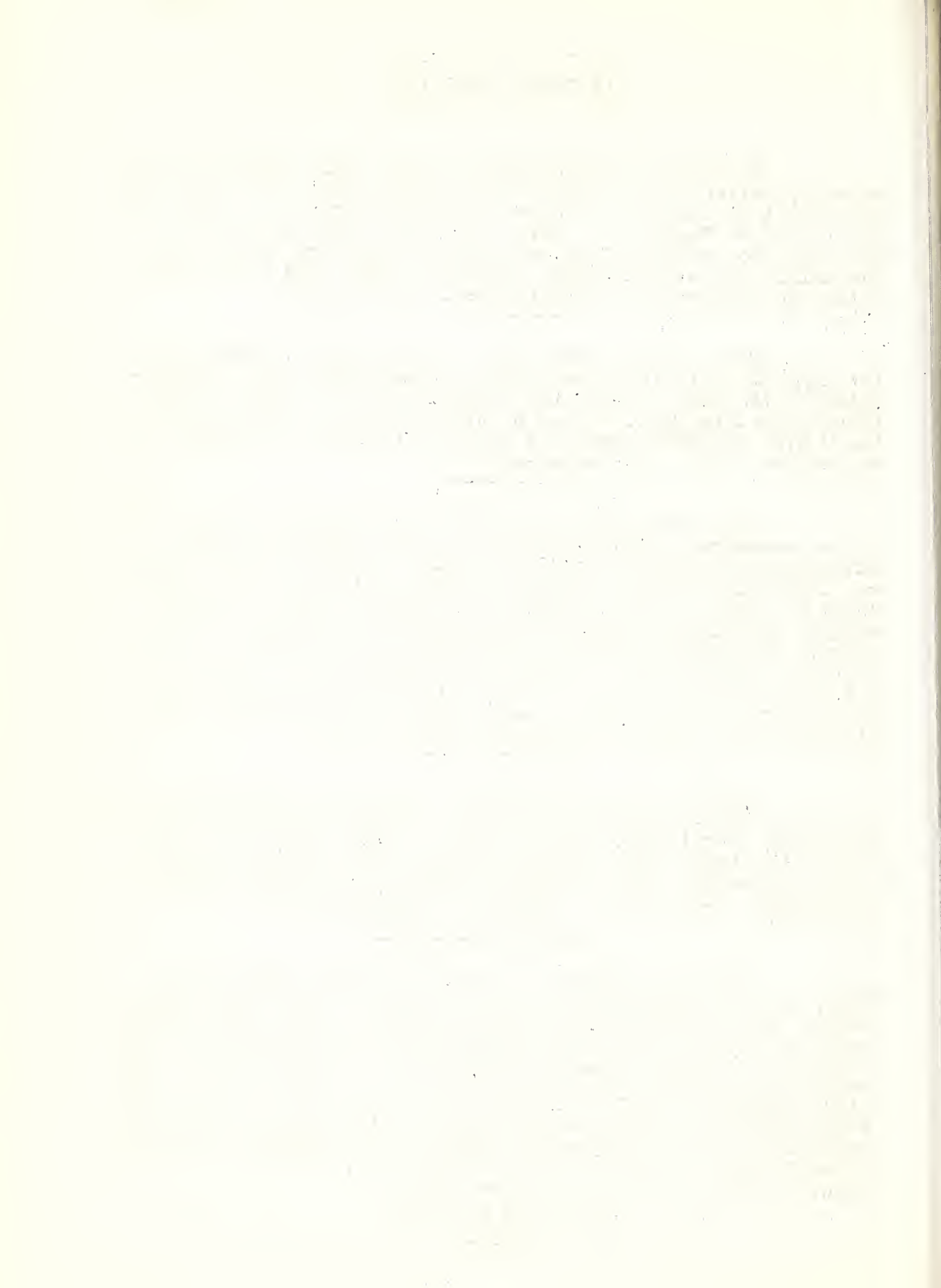
The Navy announced this week the USS COLORADO won the highest score in communications competition among battle-ships of the Fleet during the past fiscal year. The COLORADO is commanded by Capt. Thomas W. Withers, Jr., of Hawley, Pa. the U.S.S. OKLAHOMA commanded by Capt. Charles C. Hartigan, of Washington, D.C., was runner-up.

Although Fall plans will not be completed for a month or so, newspapers will continue to be the backbone of the advertising campaign of the Fada Radio and Electric Company, it was said this week at a dealer showing of the new line at the Hotel New York in New York City. A total of 78 new models, ranging in price from \$12.95 to \$229.50, is included in the range. The "Mystic Ear", an attachment which allows one person to hear a radio will be featured in models in two price ranges, \$24.95 and \$29.95. Combination radios and phonographs also are important in the line. Seven models in the \$19.95 price class are presented in catalin, a new plastic.

Philco Radio & Television Corporation this week announced the introduction of a new, self-powered portable radio receiver. Completely contained in a small, fabricoid carrying case, it weights only eighteen pounds. No aerial or ground wires are needed, with a hundred feet of wire built into the set itself. The radio's source of self-power will serve for 250 playing hours before requiring replenishment.

A summons requiring Morris S. Novick Director of WNYC, New York municipal station, to appear next Wednesday before the special investigating committee of the City Council with his records was obtained from Supreme Court Justice Peter Schmuck by Maurice Hellman, Assistant to the Committee. The summons was the latest action resulting from the petition by City Councilman Charles E. Keegan in the investigation of WNYC for an alleged communistic broadcast. Also it is expected a definition of the "sphere and function of a municipal broadcaster" will come out of the investigation, according to Robert Daru, Special Counsel to the Committee.

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## HENNESSEY QUILTS NBC FOR PRIVATE PRACTICE

Philip J. Hennessey, Jr., NBC staff attorney in Washington, has resigned, effective August 1st, to enter private practice of law in that city, specializing in radio.

After a vacation, Mr. Hennessey on September 1st will open offices in the Woodward Building, 15th and H Streets, N.W. He will represent NBC owned and operated stations, as well as the networks, on a retainer basis.

Mr. Hennessey has been an NBC attorney since 1929, when he became a member of the New York legal staff under A. L. Ashby, Vice-President and General Counsel. In that post he handled every type of radio litigation, including the Washington work before the FCC. In October, 1935, he was transferred permanently to Washington as a member of the legal staff to aid Frank M. Russell, Washington Vice-President. In that capacity he represented NBC in all FCC matters. Last Winter he was the NBC observer at the Inter-American Radio Conference in Havana.

John Hurley, formerly an announcer on the WRC-WMAL staff in Washington, has been transferred to the Washington office as Legal Assistant. Mr. Hurley was graduated from Georgetown University Law School this year, but passed the District of Columbia bar examinations a year ago.

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## RCA'S QUARTERLY PROFIT \$1,086,955

The Radio Corporation of American announced this week a net profit for the quarter ended June 30th of \$1,086,955 after charges, equal after preferred dividends to 2 cents a share on common stock, compared with \$2,404,328, or 11½ cents a common share on a comparable basis in the second quarter of 1937.

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A medical radio telegraph service was put into force in Japan early in June, according to the Japan Weekly Chronicle, Kobe. According to this report, messages may be sent at reduced rates for medical advice in case of an emergency at sea. The usual rate is 25 sen up to 15 words and 5 sen for each additional 5 words, but the special rate is 10 sen and 2 sen, respectively. (100 sen equals 1 yen which equals about U.S. \$0.29). For foreign vessels the usual rate of 24 sen per word is to be halved.

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8/5/38

## HOLLYWOOD HONEYMOON OVER, SAYS EDITOR

"When radio first went Hollywood microphone men were glad to put any Hollywoodian on the air any time", Aaron Stein, Radio Editor of Time, writes in the July 25th issue. "Cinema was glad to get the publicity. But soon radio found big money in Hollywood broadcasts, and the radio-cinema honeymoon was over. Last week cinemagnates were shown emphatically that radio is through with giving them anything for the asking. Stations KFI and KECA (NBC's Los Angeles affiliates) refused to donate time for broadcasting the world premiere of "Marie Antoinette" from Hollywood's Carthay Circle, demanded that M-G-M pay regular commercial rates for the air time. NBC took the program as a network sustaining show, but KFI and KECA won their point. They were the only stations paid to carry it. Said KFI-KECA General Manager Harrison Holliway, 'A can of celluloid is the same as a can of beans.'

"Natty, sandy-mustached Manager Holliway is a jealous guardian of the radio time he controls. He tossed a bombshell into the 1936 election campaign with the announcement that KFI and KECA would not carry President Roosevelt's fireside chats during the campaign unless the stations were paid for the time. Well might Manager Holliway vary from the norm. His boss is the stormy petrel of California broadcasting: Earle Charles Anthony, automobile dealer with a State-wide chain of Package agencies, who took up radio in the early days, believing it might provide communication between his agencies.

"Instead of organizing a network like fellow Automobile-Dealer Don Lee (Cadillac, LaSalle, Oldsmobile), husky, bushy-browed Broadcaster Anthony took the station ownership road to radio importance. In 1922 he founded 50-watt KFI, built it to 50,000 watts. He brought fame to his new station, KECA, bought in 1929, with his program of symphonic recordings. A spare-time musician himself, he collaborated with Hula-Expert Johnny Noble on a popular tune, "Coral Isle."

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THE HISTORY OF THE  
CITY OF BOSTON

FROM THE FIRST SETTLEMENT  
TO THE PRESENT TIME  
BY  
JOHN B. BOWEN  
OF THE CITY OF BOSTON

IN TWO VOLUMES.  
VOL. I.  
FROM THE FIRST SETTLEMENT  
TO THE YEAR 1700.

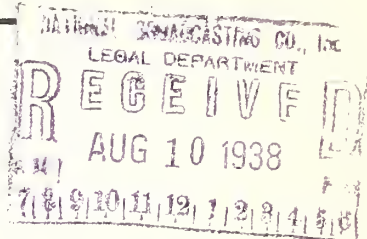
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PUBLISHED BY  
JOHN B. BOWEN,  
AT THE SIGN OF THE  
"CITY OF BOSTON,"  
NO. 10, CORNER OF  
NASSAU AND NINTH STREETS.

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**



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No. 1148

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August 9, 1938.

## FOREIGN S-W PROGRAMS SEEN AS EDUCATIONAL AID

Short-wave broadcasts from abroad offer great educational possibilities for this country, although foreign transmission needs to be improved, according to a survey of short-wave reception just completed by Ohio State University.

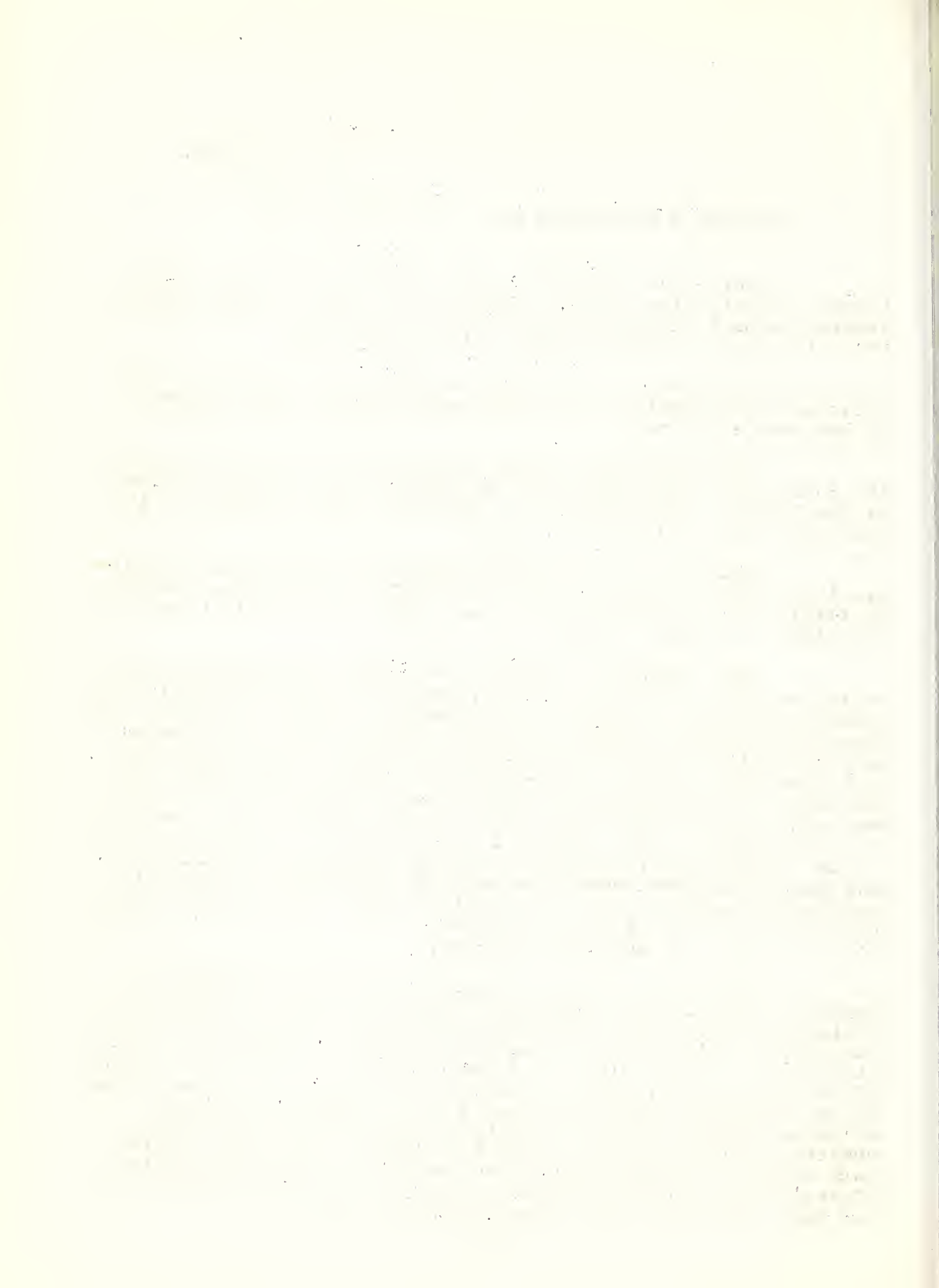
The survey was concerned chiefly with broadcasts from Latin American countries and only superficially with reception of European stations.

Reporting on the study, made possible by a grant from the Rockefeller Foundation and the lending of receiving equipment by the Zenith Radio Corporation, William Samuel Hendrix, of the Ohio State University staff, said:

"Educators in the United States are beginning to realize that radio can plan an important part in education. Little by little we are learning how to use this new scientific tool in teaching. Very much remains to be done.

"But still more remains to be done in the utilization of the short-wave for purposes of education. Whenever it is possible to receive clearly and consistently shortwave programs from abroad, and experts tell us that will not be long, an enormous new field will be open to the American students. Our project has had to do with programs from abroad in foreign languages, with the exception of course of programs broadcast from Great Britain. However, programs in English from foreign countries to students of other subjects than foreign languages can be arranged as soon as the technical difficulties have been overcome. The European and Spanish American countries would be very happy to present a program in English about any aspect of their cultures and civilizations. The experts in the various fields would be delighted to broadcast to an American audience.

"If there were an organization for the reception of broadcasts in classes of English and comparative literature, one could easily persuade prominent writers abroad to prepare for our students discussions of their own books or discussion of the literature of their time or of their country. European professors of European history would be delighted to speak to American students of history. And so it would be with all the subjects which can be successfully taught over the radio. It is only a question of time, and of a very brief time relatively, before such a series of programs will be possible; but will the United States' high schools, colleges, and universities be prepared to use these broadcasts when they become possible?



"One of the important results of listening to a series of broadcasts from Spanish America, even when they are not planned programs, is the realization which comes to the average American that Spanish America is not one country but a large group of countries who differ greatly from one another and who have their own individuality. The experience of amateur shortwave broadcasts is the same. Through radio they receive a new and accurate idea of what foreign countries are like. This same type of information can be organized and presented to classes in schools and colleges. A series of planned programs from abroad, representing four or five different nations, would be a tremendous stimulus to any group of students. The stimulus will be all the greater when the students realize that these programs have been prepared especially for them and are being addressed to them by a speaker in a foreign land. The Mexican series for 1937-38 was addressed to the students and faculty of Ohio State University as well as to those interested in Mexico in the United States. Whenever that announcement came over the air to the students listening in here, it was easy to see that they got a definite thrill out of it. One would imagine that the same thrill would come to American students listening to lectures prepared especially for them and delivered by foreigners directly to them from abroad whatever the subject might be. Imagine what pleasure the students of modern English drama would have from a talk by George Bernard Shaw on the Shavian theater!"

"The purpose of the project was to determine how clearly and dependably shortwave broadcasts from abroad could be received in the vicinity of Columbus, Ohio; and to determine whether schools and colleges in the United States would be justified in setting up radio receivers for the reception of foreign short-wave broadcasts by foreign language classes. The project was also to determine if possible the type of broadcast usually transmitted by foreign short-wave stations which could be heard in the United States."

After a detailed analysis of the principal Latin American broadcasts heard in this country had been made, the report concludes as follows, in part:

"(1) As yet daytime reception of shortwave broadcasts from abroad are not altogether satisfactory. This is particularly true in the mornings and for our location this unsatisfactory condition continues until about two o'clock in the afternoon, Eastern Standard Time. From that time on reception grows gradually better until by dark it is in general satisfactory.

"(2) It is perfectly obvious from our experience this year that utilization of shortwave reception for foreign language teaching must be based on planned programs. Furthermore, these programs must be to a large extent spoken programs. An analysis of our records for the year shows that most of the programs listened to are music, and one cannot study a foreign language





unless he is listening to the foreign language. The newscasts and other spoken programs during the period of our experiment were not sufficiently constant for us to use them as a basis of foreign language study. Furthermore, several of the newscasts which were available to us were not presented in good, clear Spanish. Several were 'mouthed' and had other qualities than those of good style and clear pronunciation.

"(3) Since planned programs are the basis of education by shortwave radio, it will be necessary if we are to have such training by radio, first, to arrange programs with those countries who have stations which can be heard in the United States. At present the number of countries having stations clearly understandable in this are are few. It is to be hoped that the various countries of Spanish America will perfect their shortwave sending apparatus so that we may hear them clearly and consistently in the United States. When that is done, and only when that is done can be plan a series of programs from various parts of the Spanish-speaking world. Secondly, there must be set up a central office for the organization of these programs. This clearing house will have to fit the programs into school days, which includes several time zones, and also balance these various programs with each other. This general office should be under private control, but should have active governmental support and cooperation.

"(4) A very important part of the problem is to secure the cooperation of school administrators and teachers in the reception of programs when once they have been properly established. To secure this cooperation would be a function of the central office, and support would be forthcoming from the more progressive educational and radio organizations.

"Finally, it may be said that the reception for educational purposes of cultural shortwave broadcasts from abroad will, with few exceptions, depend on better foreign transmitters and on an organization in this country which will plan, arrange, and give proper publicity to suitable programs."

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#### MUSICIANS POSTPONE INDEPENDENT "DEADLINE"

The American Federation of Musicians has postponed until September 1st the "deadline" for independent broadcasters to sign new AFM contracts, the National Association of Broadcasters announced this week. The decision was reached at a conference last week in New York City between AFM officials and representatives of the National Committee on Independent Broadcasters.

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## RCA MFG. CO. SIGNS FTC STIPULATION

RCA Manufacturing Company, Inc., Camden, N. J., has entered into a stipulation with the Federal Trade Commission to discontinue certain misleading representations in the sale of radios and radio accessories.

The company agrees to cease using or cooperating with others in the use of certain advertising matter featuring a purported price figure, either independently or in connection with a pictorial representation of or any allusion to a radio, so as to imply that the set to which such figure purportedly refers can be obtained by a purchaser for the price designated, or that the purchaser can obtain the benefit of the featured price without additional cost, when such is not a fact.

According to the stipulation, the advertised radio was not obtainable at retail for the featured price alone, but the purchaser was required to buy additional equipment at extra cost in order to obtain the benefit of such price. This fact was not properly and conspicuously disclosed in the advertising, according to the stipulation.

The stipulation provides that the featured price, if it refers to the price of the radio alone, shall be accompanied by suitable words, figures or other explanation printed in equally conspicuous type so as to indicate clearly the combined or total price of the radio and accessory, when and if such radio cannot be obtained without such additional equipment at extra cost to the purchaser.

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## PUBLISHER GRANTED CP; ANOTHER RECOMMENDED

The Federal Communications Commission this week granted a construction permit to Harry M. Ayres, of Anniston, Ala., publisher of the Anniston Star, a daily newspaper, for building and operating a broadcasting station in Anniston using 1420 kc., with 100 watts power, daytime. There is no other station in the town.

Examiner John P. Bramhall recommended to the FCC that the application of the Eastern Carolina Broadcasting Co., of Goldsboro, N.C., for a construction permit to use 1370 kc. with 100 watts power, unlimited time, be granted. One of the officers of the corporation is Talbot Patrick, local newspaper publisher.

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## IMPROVED RADIO RECEPTION AHEAD, SAY SCIENTISTS

Radio reception should be greatly improved during the next five or six years, according to Dr. A. G. McNish, of the Carnegie Institution of Washington, and Dr. Harlan T. Stetson, of the Massachusetts Institute of Technology.

Declaring that the maximum of sunspot activity apparently had passed, they foresaw wet and cool weather for the next several years.

Dr. Stetson declared that the sunspot maximum was reached a year ago when the number of spots on the sun's surface was the largest since 1870. The number declined abruptly until last January when a sudden flare-up occurred. Since then, however, there has been comparatively little activity.

Dr. McNish, specialist in the effects of sunspots on the natural magnetism of the earth, said that the last magnetic storm causing radio and telephone communication troubles occurred in April. Its appearance coincided with discovery of a single large spot on the surface of the sun.

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## BBC TO TELEVISION RADIOLYMPIA VISITORS

Visitors to this year's Radiolympia, the annual radio exhibition held at Olympia, London, will be invited to face the BBC's television cameras, so that their friends can see them on demonstration receivers in different parts of the building. The exhibition, the seventeenth to be organized by the Radio Manufacturers' Association, will be held from August 24 to September 3.

A large television studio, fully equipped for actual transmissions, will have glass walls to enable visitors to see in production the programs that will be radiated daily, and which will supplement the normal transmissions from Alexandra Palace. A garden will be laid out in one corner of the studio, for use in broadcasts by C. H. Middleton, famous among British listeners for his talks on gardening. Between five and six hours of television programs will be radiated from the exhibition each day.

BBC mobile television units will be in use during the exhibition period, one being installed at Olympia to relay the programs to Alexandra Palace for re-transmission, and another at the Kennington Oval for the final Test Match, and later at the Zoo to provide two half-hour animal programs daily.





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The BBC's display stand will also emphasize the fact that this year's exhibition will be largely a television Radio-lympia. By means of actual equipment and scenic models used at Alexandra Palace, visitors will be shown in detail the various processes that go to build up a television program.

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#### WNYC INVESTIGATION ATTACKED IN COURT MOVE

A legal move to halt the municipal investigation of Station WNYC, of New York City, was started in the New York Supreme Court this week by Acting Corporation Counsel Frederick Bryan on instructions from Mayor LaGuardia.

On the basis of an allegation that the committee lacks legal power to conduct the WNYC inquiry, Mr. Bryan obtained from Justice Peter Schmuck an order directing the committee to show cause Thursday before Justice Kenneth O'Brien why a subpoena issued for Morris Novick, director of the station, should not be vacated.

Mr. Bryan supported his allegation by citing the fact that the resolution creating the committee and authorizing the investigation never was submitted to Mayor LaGuardia for approval. Contending that no Council resolution is effective without the Mayor's signature, Mr. Bryan declared that the Council's move was ineffective. As in the case of WNYC, the relief investigating resolution never was submitted to the Mayor for his approval.

The WNYC investigation is based on charges that its facilities were used for an allegedly communistic broadcast. As one of its first acts, the committee requested Mr. Novick to appear with his books and records and transcripts of the broadcasts in question.

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In the annual report of John Maxwell, Chief Constable of Manchester, reference is made to the regional scheme for the transmission and reception of police messages by radio. Experiments are being made in the field of ultra-short waves and with small telephone transmitters for use on cars. Should these tests prove successful, it will be possible for messages to be sent to headquarters from these mobile units. (England)

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## PRINTER'S INK LOOKS AT PAST AND FUTURE OF RADIO ADS

Reprints of a comprehensive survey of radio advertising, its past, present, and future, as carried in the 50th Anniversary issue of Printer's Ink, are being circulated by E.P.H. James, Promotion Manager of the National Broadcasting Company.

Some of the highlights of the review, other than the historical, follow:

"In less than two decades broadcasting has made available to the advertiser all the ancient and powerful attraction between the speaker and his listener. More. It has performed a unique service by multiplying incalculably the number of individual calls a single speaker can make.

"The salesman who talks in a single day to 20 prospects is exceptional. But broadcasting enables a single personal salesman to speak to a thousand or a million or ten million in the space of a few minutes - and he meets each as an individual or as a member of the intimate family circle.

"That is the peculiar miracle of advertising by radio; the speaking of one person to a millions listeners as though alone and face to face with each one.

"This miracle has not lessened the value of printed advertising in any of its many forms. Rather it has added to their effectiveness by rounding out the functioning of modern advertising - by bringing to advertising the power of the well-spoken selling message directed at listeners who listen by coice and voluntarily.

"Thus broadcast advertising is both a supplementary and a primary instrument in making sales. It is supplementary in that it will never take the place of any other form of advertising. It is primary in that its appeal is the appeal of a personal speaker to an individual listener, something which can be secured in no other form of advertising."

"Broadcast advertising has conformed with most of the recognized practices of the advertising business. Leading advertising agencies now make the building of radio programs quite as much a part of their regular agency function as the preparation of publication advertisements, and employ radio time buyers who operate with their Media Departments.

"Broadcast advertising has been developed from the start with a sharp eye to its relationship with other mediums. Those guiding the network sales and advertising have always stressed the fact that it was not their aim to have broadcast advertising supplant other mediums, but to supplement them in





a program of rounded-out advertising appeal that would increase sales. Today, broadcasting enjoys an unchallenged place among the three or four leading advertising mediums in the United States.

"An important by-product of this attitude of co-operation with other forms of advertising has been the development known as 'broadcast merchandising' - the active tying in of radio with other forms of advertising and promotion."

"No review of broadcast advertising would be complete without reference to television. The RCA engineers have produced a practical television system - NBC is now pioneering in its development as a public service.

"There is little doubt that television will eventually be developed as an advertising medium. Indeed, in this country, where commercial broadcasters support the broadcasting structure, it would be impossible to develop an art like television without the aid of advertisers."

"In fifteen years, then, American business has seen broadcast advertising become, both statistically and by virtue of demonstrated results, one of the three or four major national mediums to reckon with.

"It is a striking development, but probably no more striking than that which lies ahead.

"The friendly but genuine rivalry existing among the major network operators - the Columbia Broadcasting System, the Mutual Broadcasting System, and the National Broadcasting Company - is certain to create still better programs and still better presentations of advertising. The work of individual stations will continue to contribute also to this further progress.

"We are witnessing the completion of a cycle. As the effectiveness of the speaker on his listeners reaches its height, a new element enters to make advertising still more effective.

"'Live' visual advertising is about to be added to the persuasiveness of speech. Advertisers will have at their command an instrument as fantastic as were the inventions of Jules Verne when they first appeared in print.

"The listener will also become a beholder. Every appeal to ear and eye will become possible on an immense scale.

"Such selling, together with the older forms of advertising will arm the business executive, his advertising manager, and his advertising agency with equipment whose completeness leaves nothing to be desired.

"It is impossible at this time, indeed, to imagine what advertising can desire after that!"

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TRADE NOTES

RCA Victor will soon start an extensive advertising and promotional campaign for a new line of battery radio receivers designed for farm and rural use.

Alfred J. McCosker, President of Station WOR and Chairman of the Board of the Mutual Broadcasting System, embarked last Saturday aboard the "Conte di Savoia" of the Italian Lines for Genoa, Italy. There he will meet Mrs. McCosker and together they plan to tour the Italian lake region, spending some time at Villa Vesta by Lake Como.

Appointment of Sherman D. Gregory, now Assistant Manager of Broadcasting for the Westinghouse Electric and Manufacturing Company, as Manager of Station KDKA, Pittsburgh, Blue Network outlet of the National Broadcasting Company, was announced last week at Radio City by A. H. Morton, General Manager of NBC operated stations. Mr. Gregory succeeds A. E. Nelson, recently made Sales Manager of the NBC-Blue Network.

WSA Eye Openers, new trade release from Cincinnati's WSAI, made its initial appearance August 1st. The publication, issued in mimeograph form, is handled by Wilfred Guenther, Station Sales Promotion Manager, and designed especially for agencies, sponsors and potential clients. In the first issue W S A Eye Openers listed recent new business, puffed some of the station's programs and gave a summary of WSAI's standing with other Cincinnati stations with reference to local and national spot quarter hours. The Openers will be a weekly release.

An arrangement has been made by Paramount Pictures, Inc., to purchase an interest in the Allen B. DuMont Laboratories, Inc., holders of basic patents for television transmitting and receiving, according to an announcement this week in New York City by Barney Balaban, President of the motion picture company.

"The DuMont organization has been engaged in and has been successful in the manufacture of scientific and cathode-ray tubes", Mr. Balaban said. "These tubes are the most essential and unusual part of television transmitting and receiving as the art is now developed in England, on the Continent and in this country."

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## MONOPOLY PROBE NO "WITCH HUNT", SAYS COLUMNIST

The Congressional investigation of monopolies, which may embrace the broadcasting and radio industries, is definitely no "witch hunt", according to Ernest Lindley, Washington columnist and reputed mouthpiece of the New Deal administration.

Writing in the Washington Post, he said, in part:

The work of the temporary national economic committee - the "monopoly" investigation - is still in the formative stage, but there is nothing in the present attitude or objectives of a majority of the committee members to justify the suspicion that the inquiry is intended to be a "witch hunt".

Those who voice this suspicion greatly under estimate the ability and ambition of the six representatives of the Administration, who, with six members of Congress, make up the committee. The Administration members, at least, are uninterested in such petty and immediate political capital as might be made out of inflicting embarrassment on a few business and financial leaders.

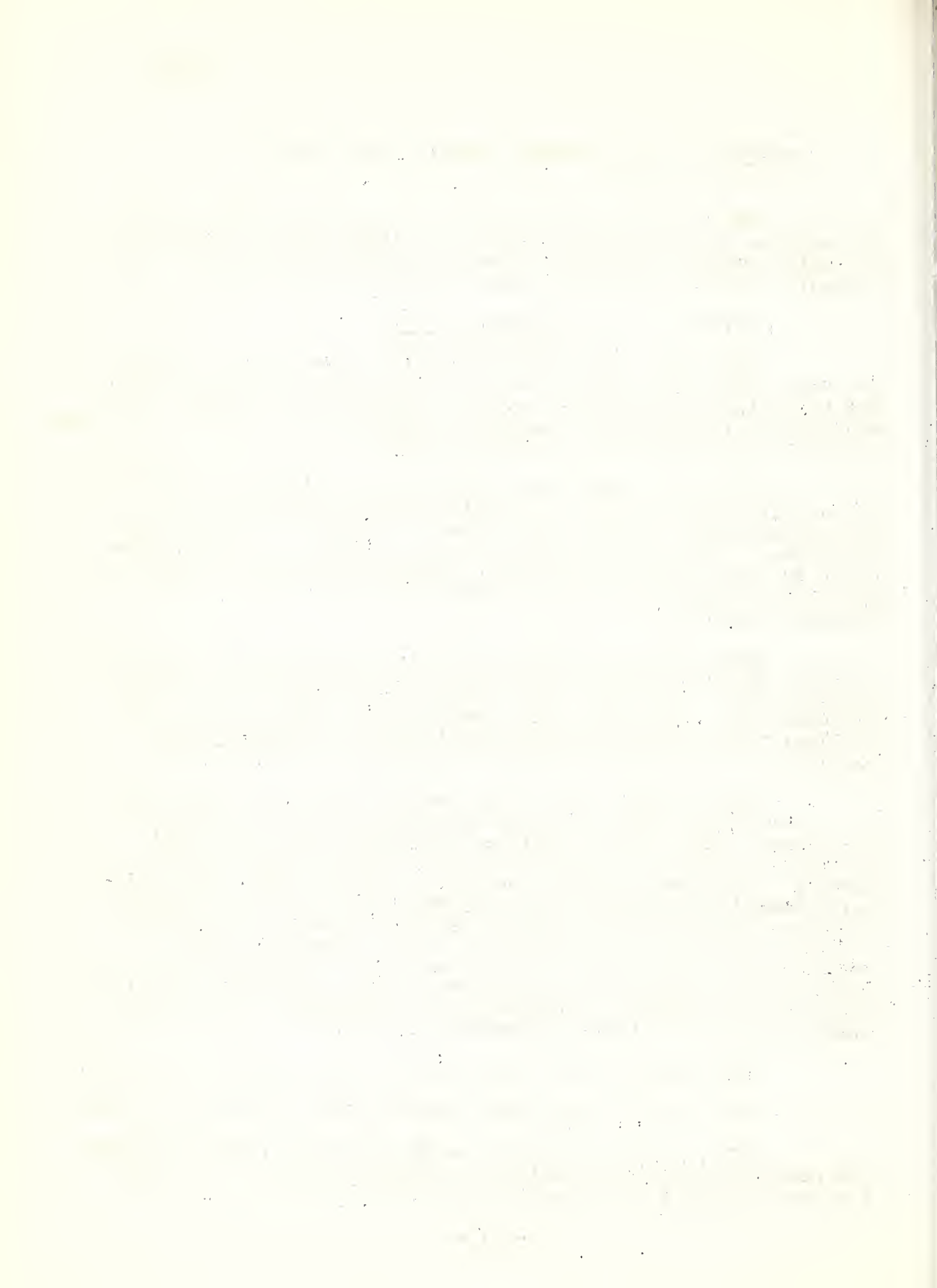
There will be public hearings, and during them various business and financial practices may be ventilated more or less dramatically. But most of the Administration members of the Committee are not politically minded in the narrow sense. It is clear that they are thinking in terms of a comprehensive examination of American business organization and practices.

The central aim of this examination is to find ways of achieving "a fuller and more balanced use" of the Nation's resources. Although this phrase originated with a New Deal economist who is not a member of the committee, it is being used by spokesmen for the committee. As yet, the only official document elaborating the assignment given in the resolution creating the committee is the President's message of April 29 on "Strengthening and Enforcement of the Anti-trust Laws". A confidential memorandum, prepared by another prominent New Dealer at the request of two members of the committee emphasizes that proposed methods of reforming or controlling the business system should have these objectives in mind:

"To provide more goods, better goods and cheaper goods.

"To provide more jobs, better-paying and steadier jobs.

"To provide continuous ready access to capital financing needed to create and maintain additional plant; to provide for the continued development of the arts.





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"Where a high degree of competition will accomplish the result that should be the method used. Where a high degree of cartelization under suitable control will accomplish the result, that should be the method. Where quasi-public ownership produces the result, use that. The answers will be different in different fields."

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#### NBC SIGNS 27 NEW FALL SPONSORS

The biggest year in the history of the National Broadcasting Company is indicated by bookings for new Fall commercial programs, which will go on the air in company with many of the favorites which stayed on the Red and Blue Networks throughout the Summer, a NBC release states.

Present indications are that NBC gross revenue for 1938 will top all previous years. Returns this year, month by month, have invariably exceeded those of last year, which were the best since NBC was founded in 1926.

Returns for the first seven months of 1938 averaged \$3,426,000 per month, as compared with an average of \$3,235,000 for the same period in 1937. The stiffest test, the month of July, was met with an income of \$2,958,710, or an increase of 9.3 percent over July, 1937, previously NBC's best record for that month.

For the Fall, 27 programs which are not now on the air have been booked and negotiations are about to be closed on many others. Practically all of last Winter's stars will be back in their old or in new network spots, and sponsors are busily auditioning new talent as the Summer draws to a close.

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## CALM PRECEDES STORM AS FCC AWAITS McNINCH

With a heavy Fall program of activity ahead, the Federal Communications Commission this week was experiencing a calm that heralds a storm as it awaited the return of Chairman Frank R. McNinch.

The Chairman, who has been at a seaside resort following a month's illness, is due at his FCC office the first of next week. One of the first matters to occupy his attention will be the agenda for the Commission's monopoly inquiry, scheduled to begin early next month.

As William J. Dempsey, Special Counsel of the FCC Monopoly Committee, correlated voluminous data gathered by a staff of assistants, the FCC withheld announcements regarding the inquiry until they could be made by the Chairman.

While the monopoly probe will be the most important activity of the FCC this Fall, several other highly important matters will be before the Commission. Final decisions, however, may be postponed until early next year.

The FCC will be confronted with the problem of deciding whether or not to alter its rule respecting super-power after the Special Committee headed by Commissioner Norman S. Case makes its report. This is expected in the early Fall.

On the outcome of this decision will depend the disposition of a dozen applications by broadcasters for authority to raise their power from 50 KW, to 500 KW.

A ruling on the associated issue of whether a station is to be permitted to operate experimentally with 500 KW. is not expected before the first part of 1939.

Although a forecast at this time is no more than a guess, it is believed that the FCC will not alter its rule limiting regular station operation to 50 KW. in view of the Senate's resolution advising such limitation and its own engineering report.

The question of experimental operation, however, is a different issue, and is likely that political factors may enter the picture before a decision is reached.

The Commission has postponed until next Spring the definite allocation of certain services in the ultra-high frequencies, but this does not mean that the matter will be dismissed until that time. FCC engineers will be studying the problem and the complaints raised by the communications companies.





One of the minor matters to be settled by the Commission will be the complaints raised by radio operators against certain of the proposed new rules.

The Commission this week released a summary of the views expressed by witnesses at the July hearing and stated that the inquiry will be resumed September 14th.

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## RADIO, FILMS HAVE KILLED CIRCUS, SHOWMEN SAY

The radio and the movies are killing the circus as an American institution, according to the tent showmen. The days of the circus, as a consequence, are numbered, according to Variety.

"What good is a triple-somersault nowadays to the American kids', one vet outdoor impressario wants to know, 'when on the radio, Buck Rogers goes clear to the moon? Even though it's all in fancy, the circus is really an extravaganza originally intended to stir the juvenile senses.

"What crowds do you see these days at the American circuses? They're either extremely old, steeped in the circus tradition, or extremely young, of kindergarten age and intelligence.'

"Outdoor showmen aver that the tip-off comes from the few who come to see the circus arrive in town", Variety continues. "The mechanization of the shows, using tractors instead of horses, further tore down the illusion. The big street parades have gradually been diminished because traffic regulations in any city worth playing for, do not permit tying up the town that way.

"Most all circuses now on the road, as a result, are behind in salaries. The off-business is noticeable in all parts of the country, so it isn't just a regional apathy to the circus."

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## ELLIOTT ROOSEVELT IN TEXAS NET ORGANIZATION

The State this week chartered the Texas State Network, Inc., a broadcasting company, incorporated by Elliott Roosevelt, Harry A. Hutchinson and Raymond E. Buck. The firm proposes to operate 23 stations, according to an A.P. report from Austin, Texas.

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## INTERNATIONAL PACT ON RADIO AND PEACE IN EFFECT

The U. S. Commerce Department has announced receipt of a report from the American Commercial Attache at Paris to the effect that an international agreement providing for the use of radio in the interests of peace is now in operation.

The decree, as proposed by the French Cabinet, was published recently in France as follows (translated from the French):

"An international convention concerning the use of radio broadcasting facilities in the interests of peace having been signed at Geneva on September 23, 1936, between France, Albania, Austria, Belgium, Brazil, the United Kingdom of Britain and North Ireland, Chili, Colombia, Denmark, the Dominican Republic, Egypt, Spain, Estonia, Greece, India, Lithuania, Luxemburg, Mexico, Norway, New Zealand, The Netherlands, Rumania, Switzerland, Czechoslovakia, Turkey, the U.S.S.R. and Uruguay, and France's ratifications of this convention having been registered at Geneva on March 8, 1938, this convention is to be fully and entirely executed and entered into effect as from May 8, 1938.

"According to the text of the agreement, the nations above-mentioned, having recognized the necessity to avoid, by rules laid down under mutual agreement, radio broadcasting being employed in a manner detrimental to international goodwill, and, moreover, animated by the wish to fully use, by application of the same regulations, the possibilities offered by this means of transmission to foster better mutual comprehension among peoples, decided to call a convention to this end. Each country named a representative at the convention, and the names of the representatives chosen are included in loan report #20722.

"The agreements reached by the convention pertain to such matters as prohibiting, in the respective territories of the above-mentioned countries, broadcasts detrimental to international goodwill among the contracting parties; correcting inexact or erroneous allegations made, which might be detrimental to international goodwill, even if the error is only discovered after the broadcast; all broadcasts to be verified, in times of crisis, by responsible persons. The contracting nations will facilitate broadcasting by their radio services of emissions tending to familiarize audiences with their respective civilizations thus bringing about better mutual understanding. The contracting parties are to arrange all these regulations to be transmitted to the responsible governmental services of their countries.

"All disagreements or discussions that might arise between the contracting nations as to the interpretation or application of the terms of the convention are to be settled either by diplomatic means or according to the dispositions of the parties concerning the settlement of international disagreements.

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## CALIFORNIA STATION ASSIGNED TO JOHN P. SCRIPPS

Transfer of Station KHUB, Watsonville, Calif., from Anna Atkinson to John P. Scripps, Treasurer and majority stockholder of the John P. Scripps' Newspapers, Inc., was approved this week by the Federal Communications Commission.

This will be the first venture of Mr. Scripps into broadcasting. He now publishes the Santa Ana Journal, the Ventura Star Free Press, and the Santa Paula Chronicle, and is negotiating for the purchase of the Watsonville Register and the Evening Pajaronian.

The sale price of KHUB is \$35,000.

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## N.Y.C. RADIO FIRM NAMED IN FTC COMPLAINT

Unfair competition is alleged by the Federal Trade Commission in a complaint issued against Davega City Radio, Inc., 76 Ninth Ave., New York City, distributor of radio sets and parts.

In its advertising literature, and through other means, the respondent company allegedly represents directly or by inference that its radios are sold at substantial reductions from the usual or ordinary price, leading the prospective purchaser to believe that the radios may be bought at the prices advertised without the purchase of any other article.

The complaint charges that the radios represented by the respondent company as customarily sold at higher prices are not sold for such prices but for sums substantially less, and that the so-called "special prices" advertised are not in any sense reduced prices but are the customary retail prices at which the radios are sold in the usual course of trade by other retail dealers. The radios so advertised, it is alleged, may be purchased at the prices represented only when an aerial or antennae are bought at a further cost of \$3.95 or \$5.00.

According to the complaint, the so-called "special prices" and descriptions of the radios appearing in the respondent company's advertising matter are set forth in prominently large bold face type, while in every instance the reference to the necessary additional purchase of an aerial or antennae appears inconspicuously in much smaller and less prominent type, often in a different part of the advertisement far removed from the prices and descriptions.

Twenty days are allowed the respondent company to answer the complaint.

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## GERMANY DISCLOSES DATA ON TELEVISION

To assist in the manufacture of suitable television receiving apparatus the German Post Office's Television Department has made available the exact official data regarding the standard values to be employed in Germany's new high-definition television system, which is to open at or after the Radio Exhibition in August, according to the Berlin correspondent of World-Radio.

"There will be two forms of television broadcasting", he said: "by ultra-short waves from Berlin and from the Feldberg, in the Taunus Mountains (on 45 Meg. for sound and 47.8 Meg. for vision), and from the Brocken (on 40 meg. for sound and 42.8 Meg. for vision). There will also be a system of wired television which will be distributed on a high-frequency carrier over special cables. 'Sound' on the cables will be transmitted on one of the wired-wireless frequencies, whereas 'vision' will be relayed on 3.969 Meg. To make the fullest use of the cable, only one side-band will be transmitted and the carrier may be suppressed. In this manner the cable, which has a band-breadth of 4 meg. can be used: (a) for one 441-line television image, (b) for one 180-line television-telephone conversation, while the frequencies under 1 Meg. remain free for trunk calls.

"For the wired-wireless system it has been decided to employ the synchronization signals as in wireless transmission. In this manner receivers for the wired television and the radio television can be identical, since it is necessary only to alter the first-stage amplifier to adapt it to either system.

"The modulation of the German television transmitters is termed 'positive' - i.e., the maximum is represented by the whitest spot on the screen, the blackest spot being near the minimum. There is also a 'blacker than black' region (this is about one quarter of the total modulation range), which is used for the transmission of the synchronization signals.

"Tests to provide a reliable synchronization signal were carried out during last Winter, and have now been definitely fixed.

"The vision is standardized at 441 lines, 25 frames, interlaced scanning, 50 frame changes of 220.5 lines a second.

"Discussing these decisions in a paper, Dr. Benneitz, head of the Post Office Television Laboratories, referred to the fact that it is now possible to achieve much higher definition in the laboratory, but that it would take many years before the result of these experiments became ripe for practical and public service. The 441-line definition is considered, in Germany at the moment, the best possible compromise between attainable





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quality and technical and economic requirements. For home reception and for small screen projection this definition is considered to be sufficient. The necessity for higher definition, however, for large-screen projection reception is recognized. Here the public, Dr. Banneitz says, will always compare the quality of television with that of the cinema, and for that reason work would be continued. Seven-hundred-and-twenty-nine-line definition has already been demonstrated in Berlin on a closed circuit, but experts agree that on a small receiver-screen the higher definition does not give sufficient extra detail to warrant the large additional technical equipment which would be required for transmission.

"Cinema quality is considered to be the ultimate aim of German television engineers, but it will be some years before this is achieved."

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#### LOHR SAYS AIR FREEDOM IS ESSENTIAL

Freedom of the air as exemplified by the American system of broadcasting is essential to the American form of democracy, Lenox R. Lohr, President of the National Broadcasting Company, told a coast-to-coast audience last Tuesday night.

Speaking at the broadcast in connection with the inauguration of KVOO, Tulsa, Okla., as a full-time station, he pointed out that America depends upon three freedoms - freedom of speech, the press and the air, and an attack upon any of these, he said, would threaten the political philosophy upon which this country was founded.

"Radio in America is not a channel for propaganda", he declared. "The American audience is not compelled to listen to one program, dictated by a Government agency. The listener has the right to select any of the wealth of programs offered by the keenly competitive system of American broadcasting. The thumb and forefinger on the dial become a censor that, under our commercial system of broadcasting, cannot be disregarded. We could not long remain a free people if these fundamental rights were nullified. Our form of government demands freedom of expression for survival. Broadcasters have been conscious for many years of their obligations for public service."

KVOO, a 25,000 watt station known as "The Voice of Oklahoma", was established on January 23, 1925, by William G. Skelly, pioneer station owner in the Southwest. Less than two years later it became an NBC affiliate.

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## SAWYER, CROSLEY V.P., WINS OHIO NOMINATION

Charles Sawyer, Vice-President of the Crosley Radio Corporation, won the Ohio Democratic gubernatorial nomination this week over Governor Martin L. Davey.

Mr. Sawyer, the second radio figure to win a State political contest this year, was some 30,000 votes ahead of Governor Davey in the latest unofficial returns.

He is one of Ohio's Democratic National Committeemen and, unlike Texas' W. Lee O'Daniel, he has been in politics for 30 years. The Democratic nominee has promised widespread reforms in the State government.

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## WORLD FIGURE ON RADIO SETS CHANGED BY GENEVA

M. Dovaz, Vice Director of the International Broadcasting Office at Geneva, has sent out a correction to an estimate of the number of radio receiving sets in the world as carried in the Heintz News Service of August 2nd.

Recalling that the original statement from the Geneva office stated there were at the end of 1937, 87,500,000 registered receiving sets in the world, representing approximately 350,000,000 listeners, the Vice Director said:

"There is an error in this statement due to a miscalculation. The correct number is about 71 millions receivers representing 284 millions of listeners.

"The figures relating to Europe 31,200,000 receiving sets or about 125,000,000 listeners remain unchanged."

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## HEARING ON SHIP RADIOS IS POSTPONED

The Federal Communications Commission this week postponed until November 14th a hearing on the power required for ship radio transmitters as provided in Paragraph 12 (c) of the Ship Radio-Telegraph Safety Rules.

The inquiry had previously been scheduled for September 12th.

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## NBC'S CHIMES TO BE "BIG BEN" OF NEW YORK

The NBC chimes began sounding the hours Thursday for the thousands of New Yorkers and out-of-town visitors who daily pass through Radio City and the adjacent plaza and walks of Rockefeller Center.

Synchronized with one of the large ornamental clocks overlooking the Sunken Plaza, the familiar chimes, which have identified the two networks of the National Broadcasting Company for more than a decade, will mark each hour between 8 A.M. and 1 A.M. for all in the vicinity of Radio City.

Only recently extended to uses outside radio, the chimes have already been adopted by three large American railroads. For several weeks travelers on the Baltimore and Ohio and Alton systems have been called to meals in the dining cars by the sound of the melodious chimes. This week they were adopted by the New York Central Railroad for the same purpose, and 150 sets of hand-operated chimes are now being placed in service on that road.

To make the chimes sound in the streets about Radio City, a system has been set up including a loudspeaker, three small clocks, and the large ornamental clock in the south facade of the International Building. The loudspeaker is installed behind the grille of the clock face, where two of the smaller clocks are also located.

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## CANTOR TO RAISE \$10,000,000 FOR TELEVISION NET

Eddie Cantor plans to raise \$10,000,000 to finance a national television network, he said in an interview this week while passing through Chicago. Mr. Cantor said that his recent visit to England proved to him television would be the newest entertainment industry. England, he added, is five years ahead of this country in the development of television.

Mr. Cantor said he would bring Marcel Hellman, British television expert, to this country this Fall to work out plans for the proposed network.

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## CIVILIAN RADIOS TO AID IN COAST AIR DEFENSE

Civilian radio fans will be enlisted this Fall in an important test of radio as a means of warning the Nation against air attacks when the U. S. Army engages in its annual exercises at Fort Bragg, N.C., October 3-17.

Instructions for the maneuvers just issued to Major Gen. George Van Horn Moseley, Commander of the Third Army, besides providing for heavy concentrations of anti-aircraft and air corps defense, call for the installation of an extensive aircraft warning net encircling a vast coastal area in the radius of Fort Bragg.

The function of the net is to warn of the approach of hostile aircraft, to provide for interception by defending pursuit aviation and for defensive fire by anti-aircraft artillery.

The net will consist of 300 stations and will utilize commercial telephone wires together with facilities of the various Federal, State and municipal agencies, and of the railroads and power companies.

This net will be more extensive than the one tested in April on the West Coast and, for the first time, principal reliance will be put on civilian personnel. Results of the test will be employed in formulating plans for such nets as a wartime air defense.

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## U.I.R. TO FIGHT BROADCAST PIRACIES

Broadcasting organizations are to adopt measures to stop the unauthorized use of broadcast program material, according to World-Radio. At the recent Summer meeting of the U.I.R. it was reported that the practice had grown up, in certain countries, of recording programs relayed from abroad and of offering the records thus made for sale. This constitutes an unauthorized use of transmissions which have been prepared at considerable expense by broadcasting organizations. To put an end to the abuse it was stated that the means of obtaining international protection of broadcast programs against such use were examined, and definite steps were at once taken with a view to obtaining the required protection.

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 : : : TRADE NOTES : : :  
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Neville Miller, President of the National Association of Broadcasters, will make his first public address since he assumed office on Friday, August 19th, from 9 to 9:30 P.M. EST, over the NBC-Blue Network. Mr. Miller will deliver his speech before a gathering of educators on the campus of the Peabody College for Teachers, Nashville, Tenn. The NAB head has taken as his subject, "The Place of Radio in American Life."

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T. M. Coffelt, trading as Tune-A-Tube Company, Mt. Washington Station, Cincinnati, engaged in selling a device designated Tune-A-Tube, has entered into a stipulation with the Federal Trade Commission that he will refrain from advertising that the product will cause old radios to work like new, eliminate noise or interference, save current or money, and that the results which may be obtained from use of the device are guaranteed. The respondent also will stop representing, without qualification, that the device will "bring in" foreign stations or double the volume of radio sets.

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C. W. Horn, Director of Research and Development at the National Broadcasting Company, sailed for Europe last Wednesday aboard the U.S. liner "Manhattan" for a visit to broadcasting centers there as a part of his regular checkup on facilities for the ever-increasing exchange of international programs. Mr. Horn will be gone about one month, and will visit England, France, Italy and other countries.

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Examiner Melvin H. Dalberg this week recommended to the Federal Communications Commission that the application of P. W. Spencer, of Rock Hill, S.C., for a construction permit to use 1500 kc. with 100 watts power, daytime, be granted.

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Federal Judge Henry W. Goddard has dismissed a trade mark infringement and unfair competition suit against Emerson Radio & Phonograph Corp., Emerson Television-Radio, Inc., and Benjamin Abrams, brought by the Emerson Electric Mfg. Co., ruling that there was "no evidence of unfair competition". The plaintiff had sought to exclude the defendants from the use of the name Emerson in the sale of radio receivers and had asked for an injunction, accounting of the profits and a judgment for damages. Judge Goddard's decision, after trial, ruled that there was no actual competition or similarity in the products of the plaintiff and the defendants.

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## I. T. &amp; T. COMPLETES ARGENTINE PHONE LINE

The International Telephone and Telegraph Corporation reports that through the completion of an 840 mile long distance telephone line extending through the heart of the most productive region of Argentina, President Ortiz and the Governors of four provinces inaugurated on Wednesday a nationwide telephone service in Argentina. The new line established connection between the United River Plate Telephone system, I.T. & T., subsidiary which operates 93 percent of the telephones in Argentina, and the system of Argentina de Telefonos which operates in the northern provinces. It marks the completion of a 3-year program by the I. T. & T. whereby its large system in Buenos Aires and other more populous provinces and other telephone systems of Argentina are now interconnected to provide this flourishing country with telephone facilities adequate to serve rapidly expanding industrial and social needs.

Since 1928, when the I. T. & T. entered the South American field, approximately 700,000 telephones have been interconnected into a continental telephone network through international land lines and through radiotelephone stations which also provide the service with the United States and 93 percent of all the telephones in the world.

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## RADIO-PLANES TO BE USED AS ARMY TARGETS

Radio-controlled planes soon may be used by the Army as targets for anti-aircraft practice. The intention to employ real aircraft rather than targets towed by planes was disclosed last week by the War Department's announcement that bids will be received for the small planes. These must have a wingspread of about 12 feet, an overall length of nine feet and a small gasoline motor.

The aircraft must be able to reach an altitude of 12,000 feet, where they would offer relatively the same target to anti-artillery as a pursuit plane, twice the size, at 25,000 feet. Each of the tiny planes is expected to cost between \$800 and \$1,000.

Such miniature ships, flying without human pilots and controlled by radio from the ground, were demonstrated to the Army last year at the Muroc dry lake bed in California. Only certain features of the plane to use an independent target are new, but the novel details have not been revealed.

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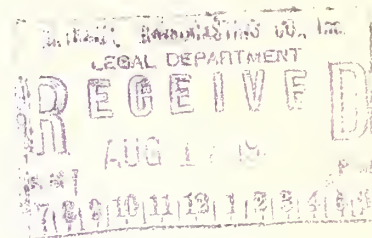


# HEINL RADIO BUSINESS LETTER

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WASHINGTON, D. C.

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August 16, 1938

## WESTINGHOUSE BALTIMORE RADIO MOVE COMPLETE SEPT. 15

The removal of the Radio Division of the Westinghouse Electric & Manufacturing Company from Chicopee Falls, Mass., to Baltimore, already partially accomplished, will be finished by the middle of September. The Broadcasting, Engineering, Sales, Drafting and a portion of the Manufacturing Department, formerly at Chicopee Falls, are now operating at the new location. The removal from New England of the remainder of the Manufacturing Department is well under way at this writing.

The reason given by the Westinghouse people for the change was that they will be closer to their customers and supplies in Baltimore and that they were able to secure better manufacturing space in that city. Another reason was that the Broadcasting Department would be able to keep more closely in touch with the Federal Communications Commission in nearby Washington. Also the Radio Division sells radio equipment to the Government which occasions frequent visits of its executives to the Capital.

The Westinghouse stations are KDKA at Pittsburgh, WBZ at Boston, WBZA, Springfield, Mass., and KYW, at Philadelphia. Westinghouse also operates the short-wave stations W8XK, Pittsburgh, and W1XK, Boston.

Walter Evans is the Manager of the Westinghouse Radio Division. Sherman D. Gregory, formerly Assistant Manager of Broadcasting of Westinghouse was recently made Manager of KDKA.

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## RADIO INVESTIGATION PROPONENT ON PURGE LIST

President Roosevelt is opposing the re-election of Representative John J. O'Connor, (D.), of New York. The President is backing James H. Fay, Deputy Collector of Internal Revenue for the Third New York District to defeat Mr. O'Connor.

Representative O'Connor, Chairman of the House Rules Committee, has been out of step with the Administration for some time. Mr. O'Connor, among other things, allowed the Connery resolution for an investigation of the radio industry to get through the Rules Committee, making it necessary for the Administration to defeat the resolution on the floor of the House.

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## DETROIT DAILIES DROP RADIO COMMENTS

Following similar action which started on the West Coast and is now spreading to other parts of the country, Detroit newspapers are confining radio mention to the printing of programs. All gossip and comment on program features, heretofore used daily and Sunday, is now omitted.

The three Detroit papers entering into the agreement are the News, the Free Press and the Times. The Detroit News goes along with the others notwithstanding the fact that it has its own broadcasting station, WWJ, which is operated as a separate unit in its own building just across the street from the newspaper offices.

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## GOVERNMENT OFFICIAL TO VISIT SHORT-WAVE BROADCASTERS

With a view to cooperating more closely with the short-wave broadcasters of the United States, John H. Payne, Chief of the Electrical Division of the Bureau of Foreign and Domestic Commerce, will spend the week of August 29th visiting officials of short-wave stations in New York City, Schenectady and Philadelphia.

Mr. Payne was a member of the Government delegation to the Cairo Radio Conference of which Senator Wallace White, of Maine, was Chairman. Before entering the Government service, Mr. Payne spent many years abroad as a representative of Westinghouse. He is making a close study of what other nations are doing in promoting their international interests by means of short-wave broadcasting. He believes that considerable has already been accomplished by the United States along these lines and that much more may be done.

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McNINCH NOW DUE BACK AUG. 22

Chairman Frank R. McNinch of the Federal Communications Commission, it is now reported, expects to be back in his office on Monday, August 22nd. Mr. McNinch is recuperating from his recent illness at a beach in New Jersey.

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## RADIO GIVES FIRST NEW YORK POLICE SHOOTING ALARM

There will be no controversy between the newspapers and radio people over the question of who got the first flash through when the madman opened fire at the Police Memorial meeting in Central Park, New York City, shooting two policemen, three civilians and throwing an audience of several thousand persons into an uproar. The radio report in this case was instantaneous as the pistol shot of the maniac and the subsequent fusilade from policemen's pistols, which killed him, were heard as a part of the broadcast of the New York city-owned Station WNYC.

Mayor LaGuardia, who was listening over the radio, and who had heard someone cry following the sho, "My God! Get an ambulance quick", lost no time getting into action. James O'Mara, the master control engineer of Station WNYC, in the Municipal Building several miles away downtown, telephoned police headquarters.

Only a portion of the fatal event came over the air, due to the fact that Thomas Cowan, WNYC announcer in charge of the broadcast at the Memorial stand, signed off almost immediately so that the radio audience would not be alarmed by the terror of the situation. It was, however, the radio alarm which started ambulances to the scene almost as soon as the tragedy had happened.

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## DANISH RADIO MONOPOLY PROSPERS

The accounts of "Statsradiofonien", the Danish Government radio broadcasting monopoly, for the fiscal year 1937-38 show total receipts of 6,751,648 kroner (one kroner approximately 22.19 U.S. cents) as compared with 6,289,011 kroner in the preceding fiscal year, the office of the American Commercial Attache, Copenhagen, reports. The surplus amounts to 1,661,413 kroner as against 1,455,988 in 1936-37. The entire surplus will be placed in the building fund for the new radio building, which should be completed by the Spring of 1940.

Denmark had 723,515 radio listeners at the end of March 1938, a gain of 56,112 in the year immediately preceding which is the greatest increase in the last 5 years, 212,834 of the listeners living in Copenhagen.

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## PHILCO SERVES REMOVAL NOTICE ON PHILADELPHIA

James M. Skinner, President of the Philadelphia Storage Battery Company, which employed 12,500 Philadelphians, in a strongly worded letter has served notice on Mayor Wilson that the Company will move its plant from Philadelphia if the Philco strike, which has been going on since May 1st, is allowed to continue.

"Terrorism", Mr. Skinner said, "has reached a point where a grave decision confronts us."

Fifty conferences in the 15 weeks of the strike produced a written agreement giving Philco workers at least 20 percent higher wages than the industry outside of this area, the Mayor was told.

That agreement has never even gone before the membership of Local Unions 101, 102 and 108 of the United Electrical, Radio and Machine Workers, C.I.O., Mr. Skinner declared, because the controlling minority prevented such a referendum. This is the same Union which called the Maytag strike in Newton, Iowa, ended only when the Governor called out the National Guard.

Mr. Skinner wrote Mayor Wilson as follows:

"We regret to inform you that the Philadelphia Storage Battery Co. may be forced to move the manufacture of Philco radios and batteries out of Philadelphia.

"The United Electrical, Radio and Machine Workers, Locals 101, 102 and 108, C.I.O. affiliates, called a strike at our plant in the northeast section early in May.

"We have had over 50 conferences with a committee of the Union in an effort to adjust our difficulties in a manner which would keep the company in a competitive position. A joint agreement has been reduced to writing with the Committee, which would give our workers at least 20 per cent. higher wages than the average of the industry outside of this area.

"We feel that the great majority of our workers are eager to accept this agreement and go back to work. However, a small minority of union shop stewards and other self-seekers have succeeded in preventing the submission of this agreement for vote by the workers as a whole.

"This minority union group has instigated a campaign of terrorism against the foremen and supervisors who are working at the plant. The company has brought in no strike-breakers. The only persons working are these foremen and supervisors.





"Not only have they attacked these men physically when they enter and leave the plant, but they also invaded and attacked them in restaurants near the plant. They have attacked their persons and their property at their homes. They have threatened their families.

"They made shambles of one foreman's home in Germantown, breaking windows and throwing paint inside and later telephoning him that if he appeared at the magistrate's hearing he would be killed. Another foreman was ambushed on his way home, severely beaten and had to be taken to the hospital.

"Just yesterday they threw rocks and bricks and milk bottles and actually spit on these foremen and supervisors as they left the plant. Many were hit, and one received a fractured skull.

"Since we have been in business in Philadelphia we have paid over \$80,000,000 in wages to thousands of factory and office employees. At all times our wage scales have been the highest in our industry. Over \$25,000,000 has been spent in advertising Philco over the whole United States, thus enhancing, we think, the fame of the City of Philadelphia in every State of the Union.

"We are reluctant to leave Philadelphia. We are mindful of the loss to the great body of our workers and their families, to the merchants of Philadelphia and to the community at large. We are willing to comply with all laws intended to protect labor. We are willing to give our workers more than these laws require to the utmost limit that will leave us in a competitive position.

"We are not, however, willing to see our workers assaulted and their lives and their property and their families put in jeopardy. We bring this situation to your attention because it has reached a point where a grave decision confronts us. We ask full protection for our workers, their families and their homes because on no other basis can we keep the manufacture of Philcos in Philadelphia."

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The life of vibrator units for automobile radios in English cars has been increased from 1,000 to 5,000 hours by the use of monel reeds which retain spring properties at operating temperatures and withstand failure by fatigue at 100 vibrations per second, the International Nickel Company, advises.

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N.A.B. PRESIDENT PLEDGES PAN AMERICAN SUPPORT

Neville Miller, President of the National Association of Broadcasters, pledged the continued cooperation of American broadcasters in strengthening the ties of friendship between the peoples of North and South America in a letter which has been sent to Secretary of State, Cordell Hull.

Commenting upon the establishment of a Division of Cultural Relations within the State Department, Mr. Miller asserted that the objective of the new Division is one to which every forward-looking American subscribes wholeheartedly.

Mr. Miller's letter to Secretary Hull follows:

"I have read with considerable interest of the establishment of a Division of Cultural Relations within the Department, dedicated to the furtherance of those friendly ties which have always bound the peoples of North and South America together.

"Certainly this is a worthy objective, and one of which every forward-looking American subscribes wholeheartedly.

"As President of the National Association of Broadcasters, let me pledge anew the continued performance of American radio stations and networks as ambassadors of international good-will.

"Our purpose is not one of propaganda by radio. Ours is the purpose to provide a free medium through which our neighbors to the South will learn something of our lives here and of our aspirations; through which, in turn, we may bring to American listeners something of the lives and aspirations of our friends throughout Pan-America.

"Through such a free and unbiased reflection of American and Pan-American ideals, we believe the bonds of democratic liberties which bind us together will be strengthened and broadened, and to such an end American Radio stands united."

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8/16/38

## NEW STATION RECOMMENDED FOR ATLANTIC CITY

A favorable recommendation upon the application for a new broadcasting station in Atlantic City by the Press-Union Newspaper Publishing Company has been made by Examiner George H. Hill of the Federal Communications Commission. The power requested was 100 watts nighttime, 250 watts to Local Sunset, frequency 1200 kc. with unlimited hours of operation.

Among Examiner Hill's conclusions were that the applicant is legally, technically, financially and otherwise qualified to construct and operate the proposed station; that there appears to be a need for additional service in the area proposed to be served; that Stations WEST, WKBO, WCAU, WSNJ, WSAL, WTHT, WLVA and WIBX will not sustain any substantial interference from the operation of the proposed station.

Also, that there are no applications pending with which conflict may be had by reason of increased interference from the operation of the proposed station; that the site at which the applicant proposed to construct and operate the station has not been definitely selected, and if the application is granted, it should be contingent upon the selection of an approved transmitter site; that the equipment, including the antenna, which the applicant proposed to use will comply in all respects with the rules and regulations of the Commission, and that there appears to be available economic support and talent to serve the needs of the proposed station.

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## SINGAPORE ADOPTS S.W. FOR AMUSEMENT AND PROTECTION

A new short-wave transmitter has been installed at Station ZHL, the Singapore station of the British Malaya Broadcasting Company, and is now due to be tested out, the American Consulate General at Singapore advises. The exact wave-length has not been determined, but tests are being carried out with a view to ascertaining what lengths could be used without interfering with short-wave stations in Rangoon and Hong Kong. Two wave-lengths will be used and they will be in the 49-meter and 31-meter bands. The new transmitting frequencies will be 6.012 meg. and 9.530 meg.

A point emphasized by the British Malaya Broadcasting Company in its announcement of the new short-wave transmission is the fact that many rural parts of the Malay Peninsula are remote and without reliable means of communication with the large urban centers, and in case of a regional disaster or a military attack these remote districts might find themselves entirely cut off from communication except for the short-wave radio.

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 :::: TRADE NOTES ::::  
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Aboard the "Queen Mary" on the record-breaking trip to England were William S. Paley, President of the Columbia Broadcasting System, and Mrs. Paley.

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Boake Carter is off the air for his Summer vacation. He laughed at the idea that what he might have said over the air, or written in his syndicated newspaper column in criticism of the Administration, had anything to do with the fact that he is not renewing his contract with General Foods.

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Intended to be a hand-book for those who use the air is a volume by Dr. S. Hettinger, of the University of Pennsylvania, and Walter Neff, former Sales Manager of WOR, entitled, "Practical Radio Advertising". The book sells for \$5.00 and is published by Prentice-Hall. It shows on the national networks, toilet goods lead with food advertising second.

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WOR fan mail this year to date shows a substantial increase over the same period last year. The figures are 1938: 843,312; and in 1937: 649,751.

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The first license to operate a television theater in America was issued to the Massachusetts Television Institute. Under the terms, the Institute is authorized to give continuous sight-sound performances from 7 to 10 P.M. daily except Sunday. The initial show was held around the middle of July, according to President Porter Evans.

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Finishing touches on Philco's nation-wide newspaper advertising campaign are being made this week. Meetings in the South have already been held, with others to follow. Far Western executives will hear the complete advertising plans in Portland, San Francisco, and Los Angeles. The campaign is expected to begin about the first of September.

The Philco campaign will be started with large, 1640-line advertisements by the company in key cities throughout the United States with the rest of the campaign supported by distributor and dealer advertising in every section.

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## NATIONAL OCTOBER RADIO WEEK PLANNED

Radio buying needs a tonic, according to O. H. Caldwell, Editor of "Radio Today", who proposes a National Radio Week in October.

"The broadcasters can easily stage a monster affair out of National Radio Week", Mr. Caldwell submits. "They can make radio and radio programs the center of attention this Fall. But the set and parts manufacturers should be eager to play roles too, in this big promotional effort, and to see that the effects of this timely stimulant to sales are felt and shared in by every radio dealer, serviceman and distributor. The electric-light companies, who without lifting a hand, collect as much from radio as do the broadcasters themselves, should be asked to help by devoting local advertising space to radio before and during National Radio Week.

"Thus a National Radio Week can be made a great country-wide occasion to glorify radio, to focus attention on programs, and to stimulate sales of receivers, tubes, antennas, parts, and radio service, tying in with other promotions already under way. Through such a campaign, the broadcasters will build more listening audience; the industry will find more customers. And the public will be led to buy additional radios and to appreciate how much more the radio dollar buys today than ever before. A National Radio Week in October should start radio-buying going again; speeding up Fall sales and paving the way for a big radio Christmas."

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## NEW RADIO SYSTEM TO AID LANDINGS

Radio lights, a new method of seeing through miles of the thickest fog or clouds, were announced today at Purdue University, Lafayette, Indiana.

The lights are planned to enable a pilot to "see" the runway of a field miles away and to land on that strip no matter how completely the ground is obscured. They are under development for aeronautics by R. H. George and H. J. Heim of the engineering experiment station.

The lights are short-wave transmitters. The plan is to set a row of them along each side of a runway. Each is a miniature radio station, sending out a signal along a path toward the incoming plane. In the airplane is a receiver able to determine the direction from which these radio waves are coming. Special equipment converts the signals into spots of light on a round glass screen on the instrument board.

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## ARMY TINKERS WITH TELEVISION

Army technical experts are conducting a quiet but intensive study of the military possibilities of television, which some believe will revolutionize future war tactics, it was learned recently. The nature of the experiments and the stage of development are closely guarded secrets. However, it was indicated, tests have reached a point where a moving picture version of an enemy's movements hundreds of miles away is a possibility in the very near future. This would enable general staffs to revise plans and issue new orders instantaneously, thus check-mating surprise moves by the enemy.

Experiments are being conducted to determine if fog, darkness, smoke and water can be pierced by television through the use of infra-red rays.

Military experts revealed it is possible to install a transmitting set in an airplane and send frequent picture flashes to headquarters many miles distant. Stepping up the speed of this process, they said, would permit a full moving picture account to be transmitted from the airplane to a screen at headquarters by radio.

Already flashes can be obtained from altitudes at the limit of visibility. If the experiments with infra-red rays prove successful, it would be possible to record moving pictures of a hostile force from the stratosphere, out of sight of enemy anti-aircraft batteries, an official said.

Television may become an indispensable part of the sea coast defense, it was learned. Location of transmitters along the shore or on islands would make possible moving picture studies of the formations adopted by an enemy fleet. It was said that television also may have an underwater use in discovering the approach of submerged submarines.

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## LA GUARDIA ACCUSED IN N.Y. STATION ROW

Mayor LaGuardia was accused in Supreme Court of claiming more power than he has under the City Charter in order to block a City Council investigation into WNYC, the Municipal broadcasting station, and thereby create a precedent which would stalemate the Council's inquiry. The charges were made by Councilman Abner C. Surpless, Brooklyn Republican, who is Chairman of the Relief Investigating Committee; Richard J. Barry, Chief Counsel for the same Committee, and Maurice Hellman, Assistant Counsel for the WNYC inquiry. They were provoked by a motion submitted to the court by Acting Corporation Counsel Frederick V.P. Bryan, which, if successful, would have the effect of stripping both committees of subpoena power.

If the Mayor's position is upheld, he will have greater control over the Council than President Roosevelt has with respect to Congress or Governor Lehman with respect to the Legislature, Mr. Barry said.

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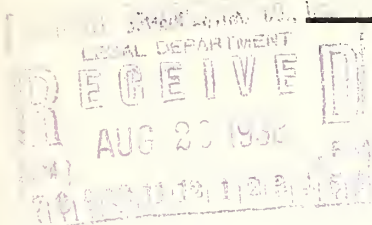


# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**



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## LONE JUDGE SIZZLES HOLDING THE FCC FORT

The members of the Federal Communications Commission have left their veteran colleague, Judge E. O. Sykes, holding the bag during the dog-days. Out of the seven members of the Commission, Judge Sykes is the only one now in Washington. With it being possible to fry eggs on Pennsylvania Avenue during the hottest Summer the Capital has experienced in twenty years, it is perhaps fortunate that Judge Sykes was chosen to hold the fort because he hails from Mississippi where it is supposed to be really hot.

Judge Sykes is the sole surviving member of the original Radio Commission. When he first came to Washington, he didn't know a thing about radio, and as he tells it himself, President Coolidge appointed him "because he thought the Commission ought to have a lawyer to keep it straight in legal matters".

Chairman Frank McNinch, who has been recuperating from his recent illness, at a New Jersey beach, is expected to be back at his office Monday, August 22nd.

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## AMERICAN DELEGATES TO VENICE RADIO CONFERENCE CHOSEN

The following delegation has been appointed to attend the General Assembly of the International Scientific Radio Union to be held in Venice September 4-14th:

A. S. Kirby, of the National Bureau of Standards; Gerald C. Gross, Chief of the International Section of the Federal Communications Commission; Prof. E. L. Chaffee, Professor of Electrical Engineering at Harvard University; George H. Lewis, Vice-President of the International Telephone and Telegraph Company, and Dr. O. R. Wulf, of the Department of Agriculture.

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## ARMY OFFICER PRESENTS NEW THEORY ON RADIO WAVES REFLECTION

Introducing a theory in the reflection of radio waves which he says is entirely new, Capt. J. J. Downing of the U. S. Army Signal Corps nevertheless approaches the subject with some caution.

"My idea of it seems to be entirely new and those to whom I have set it forth in conversation either think it splendid or give me a calculating look accompanied by raised eye-brows", Captain Downing writes in the Signal Corps Bulletin. "I hold no brief for the theory because my technical knowledge is not sufficient to adequately prove or defend it and, then, such things are principally of academic interest and do not warrant too much neck extension.

"Lt. Col. Leland H. Stanford, to whom I explained the theory some months ago, writes me: 'Have at the American Institute of Electrical Engineers' meetings and Signal Association meetings presented your theory, 'Downing Screen'; it is received with interest and none here have found any good reason why it is not sound.' Thus directed and assured I go off the deep end with it.

"As a point of departure we know, first, that the earth is surrounded by a magnetic field, and second, that an electric current set up in an antenna system creates a similar magnetic field about the antenna. If we vary the electric current rapidly there is caused to be radiated from the antenna a series of electro-magnetic and electro-static waves. We now have occupying the space we call the ether two forces of a similar nature, the earth's magnetic field and the magnetic field set up by our radio impulse. That these two should have some effect one upon the other seems logical, and it is therefore assumed that they do. Before the use of high frequency radio transmissions became general the reaction between these forces was of no particular interest, but with the advent of short waves and the noted vagaries thereof, some explanation became desirable to account for their erratic behavior.

"We must now consider the earth's magnetic field. Our normal concept of this is good enough if we continue it a bit further and imagine the field to increase in intensity as we go aloft. This checks with what we have all observed in performing elementary laboratory experiments. If we explore the field of a bar magnet we find the field at the center of the bar extends out quite a distance from it. Near the center of the bar the field is comparatively weak; progressing perpendicularly from the bar we find the field increasing and then, finally, diminishing in strength. Further experiment with our laboratory magnets discloses the fact that the field of one magnet cannot cross that of another; they will be deflected and shear off one from the other, the stronger pushing the weaker back. These facts we





have all observed. Is it not reasonable therefore to assume that some such reaction must take place between our radiated magnetic wave and the earth's magnetic field?

"Having now made the grand assumption that the earth's magnetic field is the shield that reflects our radio waves, let us consider how this fits in with our observed phenomena.

"1. First to account for greater radio reception distance at night than during day we must look for some force to alter the height of the reflecting magnetic screen - lowering it in the daytime and permitting it to lift at night. Two things suggest themselves to me on this point, either one or both of which may be operative. First, the magnetic field of the sun itself may act to collapse the relatively weaker earth's magnetic field on the earth's illuminated hemisphere, or, second, the radiation pressure of the sun may act to bring about the same result. If our reflecting screen is thus forced down during the daytime, it accounts for the lesser distance the radio wave will skip during this period.

"2. The eccentric movements of the reflected wave during twilight and dawn are likewise accounted for when we consider the displacement of the magnetic screen along the margin of light and dark. The screen along this marginal area is distorted in merging the collapsed field on the one side with the normal or perhaps expanded field on the opposite side.

"3. We have recently come to think that sun spots are severe magnetic storms on the sun's surface and if this is true then it is not stretching our imagination too far to believe that they have a disturbing effect upon the magnetic screen surrounding the earth. If the otherwise calm surface of this screen is caused to become turbulent by some outside force then it is impossible to get a true or regular reflection therefrom. A radio wave encountering this moving surface may be reflected to almost any point or be not reflected at all.

"4. The observation that in general there is better radio communication in winter than in summer might be explained by the fact that during the winter the sun is in the southern hemisphere and therefore leaves the magnetic screen of the northern hemisphere less influenced as a result. If the magnetic screen was not disturbed at all then radio transmission and reception would be the same during day and night, from day to day, and from season to season, with only local disturbances in the nature of thunder storms, man-made interference, etc., causing interruptions. During the months of March and September the sun is passing directly over the equator thus creating an equal collapse of the earth's field in both the northern and southern hemispheres which is our nearest approach to perfect conditions from this source.

"5. In explaining the greater ease of transmitting from north to south in the northern hemisphere and the opposite in the southern hemisphere we must consider the angle at which our magnetic screen is inclined with reference to the earth's





surface over the particular spot in question. The screen, of course, reaches its greatest altitude over the equator from which point it curves down toward and finally enters the earth at the magnetic poles. If we consider the angle of reflection of our radio wave to be the same as the angle of incidence then it will be readily seen why greater distances will be covered in our reflecting to the south than to the north - in the northern hemisphere.

"6. 'Dead areas', or those portions of the earth's surface to and from which radio communication is difficult have been found, so I understand, to be located in general over deposits of iron ore or other metals which offer a path of less reluctance to the earth's magnetic field. If this is true, then over these areas we can expect to find the magnetic screen dipping down closer to the earth's surface with a consequent blanketing effect upon radio transmissions therefrom and only the strongest signals able to enter or depart."

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#### CLAIMS 25 MILE RANGE FOR BRITISH TELEVISION CABLE

The news that the television cable to Birmingham is now in working order and that the British Broadcasting Corporation proposes soon to open a station there beings the new means of communication a step nearer to the millions who live in the midlands, a clipping from the Manchester (England) Guardian reports. The range of 25 miles claimed for the Alexandria Palace projector in London has in fact been considerably exceeded under favorable conditions, but it cannot be relief upon behond that limit. A relay to Birmingham should serve "viewers" within a similar radius of that city, and Manchester and Newcastle extensions are being prepared.

Meanwhile the entertainment world begins to look eagerly at television's attractions. Mr. Mark Ostrer, Chairman of the Gaumont-British Picture Corporation, has just urged at the company's annual meeting that the time is ripe for the Government to permit those cinemas that are willing and able to do so to show the televised programs. Apparatus for the showing of large-screen television is available. Mr. Ostrer states that his company could proceed at once to present it and that picture-house audiences would welcome it. It may be doubted whether, when the novelty had worn off, studio programs televised would compete with those of normal picture-houses; but for witnessing in the picture-houses of the country, the chief ceremonial and sporting events of the day as they occur there will from the start be a great and a growing public. Much remains to be done both on the technical side and in the adjustment of copyright before large-screen picture-house television will be generally possible.

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## U.S. STATION POWER BOOST TO FIGHT CUBAN INTERFERENCE

In order to overcome interference caused by Station CMQ, at Havana, Cuba, the Federal Communications Commission has granted special temporary authority for Station WREC at Memphis, Tenn., to operate with an increased power of 5 KW at night for a limited period. It is stated that this shall not be construed as a finding in any wise with respect to the application of WREC for an increase in power now pending before the Commission. The authorized power of Station WREC is only 1 KW.

Stations WCAO, Baltimore; WNT, Cedar Rapids, Iowa, and WICC, Bridgeport, Conn., also broadcast on practically the same frequency as the Memphis and Havana stations.

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## EVERY FIFTH PERSON IN SWEDEN NOW HAS OWN RADIO

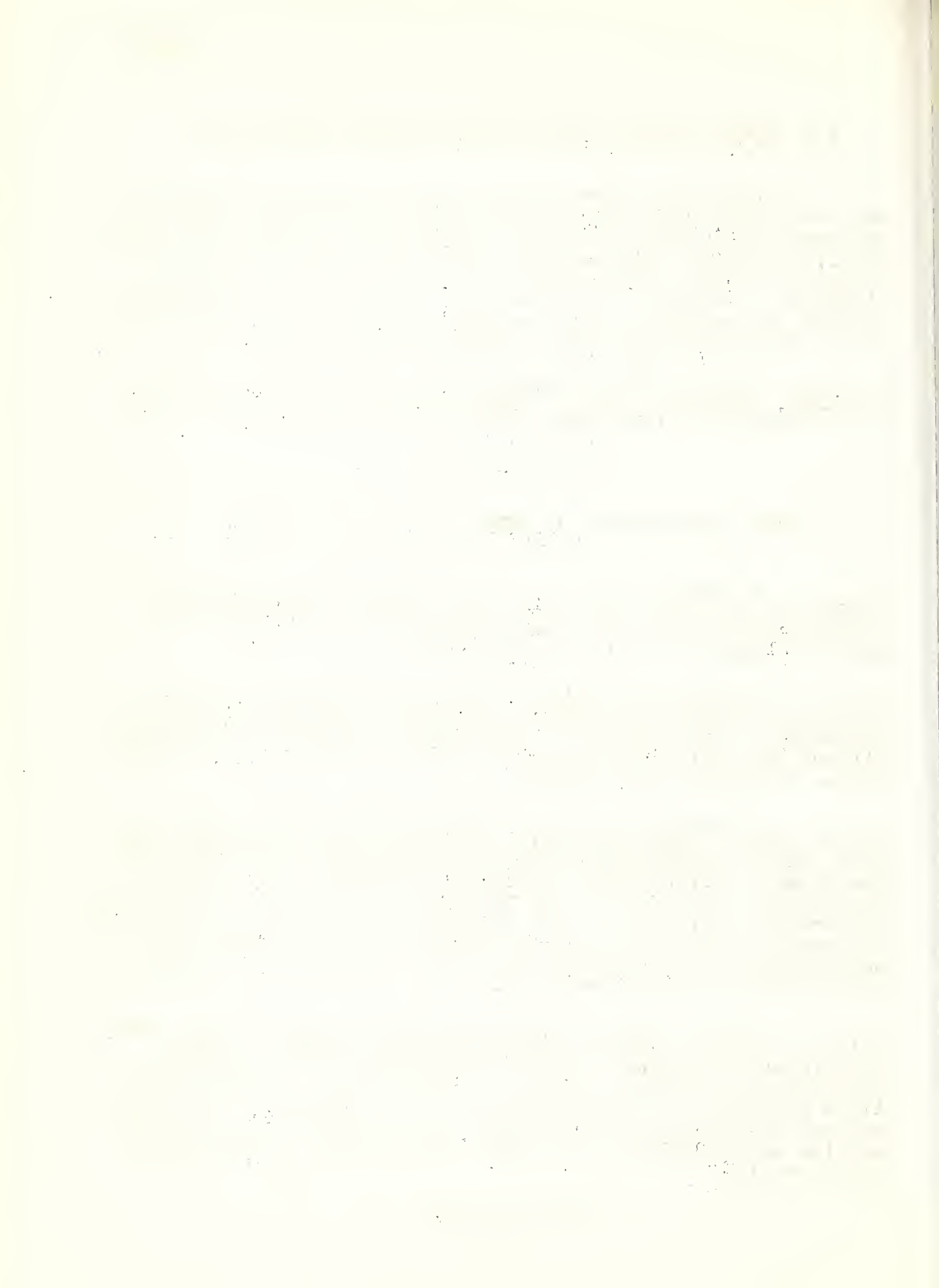
A further increase in the number of radio licenses in Sweden was recorded during the second quarter of 1938, when 21,453 new licenses were issued, according to a report of the American Commercial Attache at Stockholm.

On June 30, 1938, the number of persons in Sweden holding radio licenses numbered 1,156,781 or 184.1 per thousand inhabitants. The number of radio license holders in the capital city of Stockholm stood at 247.2 licenses per thousand inhabitants, according to the report.

Exchange broadcasts between Sweden and the United States will be made this Fall, according to announcements made by K. Hugo, of Stockholm, Director of Educational Programs for the Swedish Radiotjänst, and Peter T. Reinholm, Director of Scandinavian programs for the World Wide Broadcasting Foundation, following a conference in New York City. In 1935, Mr. Reinholm arranged the first program from America to be rebroadcast in Scandinavia, and this Summer will visit Scandinavian capitals to arrange further radio exchanges.

Through these good-will programs to Scandinavian countries, short-wave station WLXAL makes it possible for many Scandinavians in this country to maintain closer contact with their mother country. The station operates on a frequency of 11.79 megacycles, or 25.4 meters for the Scandinavian broadcast, and can be heard by nearly every short-wave set owner in North America and Scandinavia, as well as by listeners in all parts of the world.

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## SAYS AMERICANS WILL NOT PERMIT GOVT. RADIO DICTATOR

Neville Miller, new President of the National Association of Broadcasters, told the graduating class at Peabody Teachers' College today (Friday) that the American People would join the broadcasting industry in resisting any governmental invasion of "freedom of the air".

In his first public address, broadcast by the National Broadcasting Company, Mr. Miller added that the industry "welcomes" and "needs" government regulation to prevent "utter confusion in the air", and to see that individual stations operated "in the public interest, convenience and necessity".

"Should any station, large or small, fail to so operate, it deserves to lose the privilege to operate", he said. "This is the present law. This is the position of the National Association of Broadcasters: every American station must be worthy of its franchise or else lose that franchise."

"But if an agency of government seeks to dictate what shall and what shall not be broadcast, then that is another matter."

"For that agency is abandoning the democratic pattern and is assuming the technique of the totalitarian state which determines what people shall hear; what they shall say; what they shall read and think - a technique which in a certain nation descended to the ridiculous and revolting position of prescribing that the people of that nation could hear the operas of but one composer for one whole year!"

"I can imagine, as you can imagine, what would happen in this country should such a thing run headlong into that American independence of spirit which demands both the right to listen and the right to be heard. \* \* \* \* \*

"American radio has never been locked to the goose-step of a dictator. Here radio has never stooped to sell hatred; to merchandise prejudice of race or religion, and with your help it never shall!"

"American radio has been free to present advocates of both sides of conflicting issues; it has been free to render listeners the greatest enjoyment and the greatest service because it is free to bring them what they want. \* \* \* \*

"Please do not think that I am here to place a blanket of approval on all aspects of radio in this country. Certainly there are areas in programming which must be strengthened to improve radio's contribution to American life, and this is particularly true in the field of education."



"But paramount to programs is this basic relation of radio to our democracy. As long as radio is kept free as an avenue for the communication of thought, then it will contribute to, enrich and enlarge the character of American life."

Mr. Miller started off his address by saying that it was not his intention to "bless all in American broadcasting" and that he did not believe that we have even approached the fullest measure of usefulness to which radio is capable. He declared he was one "who believes that a sound body of critical thought exercises a wholesome stimulant to all creative endeavors inspired by the arts - and this is particularly true of radio".

Mr. Miller particularly stressed the point of the function of radio in its relation to the American democracy, and went on to say that "any threat to gather the freedom of radio unto the bosom of a government, of a bureaucracy, or of a monopoly must be resisted. For if a government or a bureaucracy or a monopoly invade, by the slightest degree, into the completely free American radio as we know it today, we are placing into the hands of the invader the beginnings of control of the greatest means of mass communication of thoughts and ideas the world has ever known. A free people can never tolerate this! That is why any invasion of our free, competitive system of American broadcasting from any quarter whatsoever will meet with all the resistance at my command, and I believe as well, with the determined resistance of the people who own and use the thirty million radio sets operative throughout America!

"I believe there is ample evidence about us of the political and the social consequences of government-dominated, government-operated radio. We have seen to what abuse this marvelous medium of mass communication can be put. We have seen it used to sell hatred; to split people apart because of religion, or race, or conviction. We have seen it used to keep people in ignorance, uninformed as to the facts, so that a whole nation might be moulded to the will of a government and not the government moulded to the will of the people! We have indeed witnessed the presumption of employing the globe-circling swiftness of radio to incite rebellion in neighboring nations; to foment trouble between friendly nations; yes, even to attempt to sow the seeds of suspicion and break the ties of friendship between peoples of whole continents! \* \* \* \* \*

"Radio is lifting the level of informed intelligence among the masses of our people. It is placing them in touch with the greatest thoughts and the greatest minds of our age. \* \* \* Radio is, after all, a mirror of the genius, of the talent and the thought of the American people. Its level can be no higher than the general level of education and culture in the country. Radio will continue to do its part to elevate the level of American taste, but radio cannot do the job alone."





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TRADE NOTES

The Board of Education of New York City has been granted a construction permit for a new non-commercial educational broadcast station to be erected in Brooklyn. The frequency of the station will be 41,000 kc., and the power 500 watts.

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Station WMCA, New York announces a new scale of its evening rates from \$550 to \$650 an hour, effective October 1st. The daytime hour will go from \$275 to \$325.

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The City of New Orleans has been authorized to construct two new mobile municipal police units to operate in the emergency frequency of 31,780 kc.

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The New York City News Association, a cooperative local news-gathering organization, composed of the Associated Press and New York newspapers, is offering to sell networks and local broadcasting stations with New York City primary news September 20th and election news November 8th.

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Station W3XAU, the short-wave outlet of WCAU of Philadelphia, affiliated with the Columbia Broadcasting System, has applied for an additional frequency of 11,830 kc., and a hearing will be held covering this request.

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The Accounting, Statistical and Tariff Department of the Federal Communications Commission has just issued Section B of the Telegraph, Cable and Radio Telegraph Carriers for the year ended December 31, 1937. This contains, electrical, financial and operating data from annual reports.

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### NBC GRANTED NEW EXPERIMENTAL INTERNATIONAL FREQUENCY

The National Broadcasting Company has been granted a construction permit and license covering same for a new international broadcast station on a frequency of 17,780 kc. with 35 KW power, upon condition that the grant is subject to change or cancellation by the Commission at any time without advance notice or hearing if, in its discretion, the need for such action arises.

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## BOB JENNINGS RESIGNS FROM CROSLEY CORPORATION

Robert G. Jennings has resigned as Vice-President of the Crosley Radio Corporation and General Sales Manager of WLW and WSAI, effective immediately, according to announcement made by officials of the Crosley Radio Corporation.

Mr. Jennings, who is a son-in-law of Powel Crosley, Jr., stated that his plans were not definite at the present time. He has received several offers, one of which he plans to accept. Mr. Jennings stated that he would be in a position to announce this in the near future. No successor has been named.

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## RCA HEATS WORLD'S FAIR RIVET BY RADIO

A demonstration of the future possibilities of radio was given at the World's Fair Grounds yesterday morning when radio waves were used to heat the last rivet driven into place on the steel framework of the Radio Corporation of America's exhibit building.

The rivet became white-hot in a little more than a minute, as Robert Shannon, Vice-President and General Manager of the RCA Manufacturing Company of Camden, N.J., held it suspended in a concentrated field of radio waves. Then H. C. Bonfig, Vice President (Commercial) of the Company drove it into place.

To carry out the operation, the oscillator unit of a regular radio transmitter was set up on the framework of the RCA exhibit building. Usually, it was explained by company engineers, the output of an oscillator is directed into an antenna, but in this case it was directed into a coil of wire. Thus, instead of being broadcast over a wide area, the radio waves were concentrated at the center of the coil, generating intense heat.

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## CLAIMS NEW STATIC CURB

The static which endangers airplane operation by obliterating communication between the pilot and ground stations may soon be a thing of the past, a New York commercial research laboratory announced, the Associated Press reports.

Flight tests of a new ultra-high frequency apparatus show the system is virtually free of interference in bad weather. Heretofore snow, rain and other adverse conditions usually have set up a crackling on airplane communications channels.

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## ROOSEVELT TEXAS NETWORK JOINS MUTUAL

That the newly formed Texas State Network, Inc., consisting of twenty-three stations, operated by Elliott Roosevelt will become affiliated with the Mutual Broadcasting System on September 15 next, has been announced by WOR.

With the addition of these twenty-three stations, the Mutual Broadcasting System now has affiliations with one hundred and seven stations from coast-to-coast in the United States and Hawaii, marking the most rapid expansion in American broadcasting history. The Mutual system, a cooperative network, was organized on September 15, 1934.

The new Texas regional network lists Elliott Roosevelt as President, Neal Barrett, Executive Vice President, and H. A. Hutchinson, General Manager. The headquarters of the network will be in Fort Worth, where elaborate studios and offices will be in readiness by September 1st.

Principal stations of the Texas network, which will become the largest independent regional radio chain, include KFJZ, Fort Worth; KXYZ, Houston; KLUF, Galveston; WRR, Dallas; WACO, Waco, and KABC, San Antonio.

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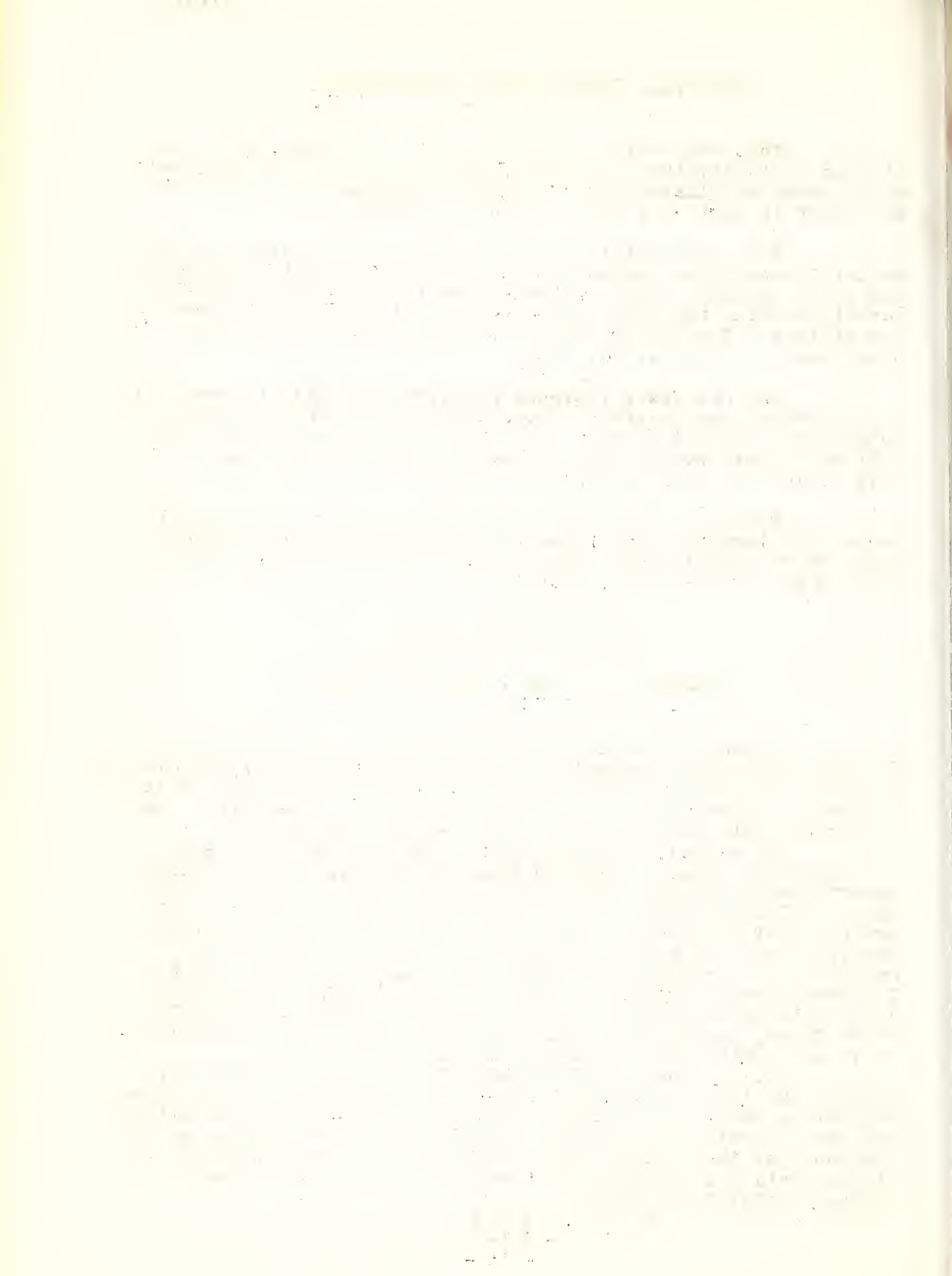
## NBC-RCA TO RESUME TELEVISION TESTS

Resumption of experimental television broadcasts in the New York City area, beginning next Tuesday (August 23) and extending over a four-week period, was announced jointly by the National Broadcasting Company and the Radio Corporation of America. The weekly schedule will comprise six one-hour transmission.

As in the previous test period concluded this Spring, the broadcasts will be divided into two series. Film and live entertainment programs will be broadcast twice weekly, on Tuesdays and Fridays from 8 to approximately 9 P.M., from the NBC experimental studios at Radio City. Test charts and still pictures, of no entertainment value but of great assistance to experimenters, will be transmitted on four afternoons a week, Tuesdays through Fridays between 3 and 4 o'clock. All broadcasts will be made over the NBC transmitter, W2XBS, in the Empire State Tower, operating on 46.5 megacycles for picture signals and 49.75 megacycles for associated sound.

O. B. Hanson, NBC Vice-President and Chief Engineer, pointed out that considerable improvement had been made in picture definition and that an increase in the power of the transmitter had been effected through the installation of new exciter stages. The range of the station will remain the same, approximately 50 miles. Satisfactory images in the past have been received as far distant as Hartford, Conn.

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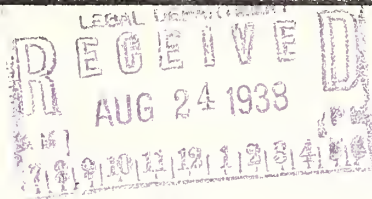


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August 23, 1938

DE WOLF HEADS NEW STATE DEPT. TELECOMMUNICATIONS SECTION

Francis Colt de Wolf, who has handled radio matters for some time past, has been appointed by Secretary Hull to head the new State Department Section of Telecommunications. The Telecommunications Section is one of the three new sections of the Division of International Communications just created. Thomas Burke, who has been Chief of the Specialties Division of the Bureau of Foreign and Domestic Commerce, has been named Chief of the International Communications Division.

The other sections are Shipping and Aviation. All three sections are expected to work closely together. The setting up of the new division, Secretary Hull said, was the last of a series of major changes which have been made in the organization of the State Department within the past year and a half.

The Telecommunications Section will handle all matters having to do with radio, telegraph, telephone and cable. Mr. de Wolf, who was formerly connected with the Treaty Division, is already well and favorably known in this field. He was a delegate to the recent Cairo Radio Conference, was a delegate to the Radio Conference (CCIR) in Bucharest, in 1937, and a representative at Warsaw in 1936, namely the Telegraph Conference (CCIT). Mr. de Wolf was legal advisor to the American delegation on "Egyptian Capitulations" at Montreux in 1937. He served as an expert on disarmament at the League of Nations for three and a half years. A native of Rhode Island, Mr. de Wolf received his A.B. at Harvard in 1918, and his L.L.B. in Columbia in 1922, and has been with the State Department since 1922.

Mr. de Wolf will have as his right hand man in the Telecommunications Section, Harvey B. Otterman, who was with him in the Treaty Division.

Mr. Otterman was a delegate to the Inter-American Radio Conference at Havana in November, 1937, and represented this Government at the preparatory conference also held in Havana for these sessions. Mr. Otterman is the representative of the State Department on the Interdepartmental Committee to Study International Broadcasting. He is likewise an alternate for the State Department on the Interdepartmental Radio Advisory Committee. Mr. Otterman was born at Allegheny, Pa., attended Carnegie Institute of Technology and received an L.L.B. degree at the National University Law School.

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8/23/38

## RADIO EMPLOYEES WORKING HOURS AND PAY INCREASE

The May 1938 employment report of the U. S. Bureau of Labor Statistics detailed a marked May increase in the average weekly working hours of radio factory employees, a slight increase in payrolls, and a slight decrease in radio employment. National factory employment last May was nearly one-fourth less than May 1937, with national factory payrolls decreased, many because of seasonal slackening.

Radio employment last May decreased 2 percent from April 1938, according to the latest government report, and was 38.3 percent below radio factory employment in May 1937. The May index figure was 86.3 percent compared to the April index of 88 percent.

A supplemental government report stated that in the monthly turnover rate per 100 employees, 12.19 per 100 of radio employees were laid off last May but only 4.24 per 100 last June, with new radio employment of 6.68 per 100 in May and 6.54 in June.

Although radio factory employment decreased 2 percent last May, there was an increase of 1.5 percent in radio factory payrolls over the previous month of April, but the May payrolls were 35.4 percent below those of May 1937. The May index figure on radio payrolls was 70.1 percent compared to the April index of 69 percent, and with the March index of 60.7 percent.

Average weekly earnings last May of radio factory employees were reported at \$21.64, an increase of 3.5 percent over the April average, and they were 4.8 percent above average weekly earnings in May 1937. The May national average weekly earnings of all manufacturing industries was \$22.17, a slight increase over the previous month, but 13 percent below the national average of May 1937. The national average weekly earnings of all durable goods manufacturers was \$23.76 per week, a fractional increase, but 17.6 percent below the national average of May 1937.

Average hours worked per week in radio factories last May were 35.9 hours, an increase of 7.3 percent over the previous April average of 33.5 hours, but the May average was 3.6 percent below May 1937.

Average hourly earnings last May of radio factory employees were reported at 60.7 cents, a decrease of 3 percent from the April average of 62.6, but the May average hourly earnings were 10.2 percent above those of May 1937.

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8/23/38

## INDEPENDENTS ORGANIZED AS N.A.B. SECTION

A group of network affiliate operators, meeting last week in Chicago reorganized IRNA as a section of NAB and elected Sam Rosenbaum, Station WFIL, as President.

Neville Miller, NAB President, attended the meeting. Along with the NAB Directors in the group, he said that the next NAB Board meeting would be asked to authorize the IRNA section and to appropriate \$2,000 for expenses.

Mark Ethridge, former NAB President, was elected Vice-President of the IRNA section, and L. B. Wilson, Station WCKY, Covington, Ky., was elected Treasurer.

The Executive Board includes Edwin W. Craig, WSM, Nashville, Tenn.; I. R. Lonsberry, WGR and WKBW, Buffalo, N.Y.; Bill Scripps, WWJ, Detroit; Ed Craney, KGIR, Butte, Mont.; Arthur Church, KMBC, Kansas City; John Kennedy, West Virginia Network, Charleston; John Shepard 3rd, Yankee Network, Boston.

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## TELEPHONERS NOW TELEVISED IN GERMANY

A television-telephone service over cables with repeaters at every 35 km. was opened between Berlin and Munich last week, according to the Electrical Review, London. Faces of people in conversation over the 400 miles or so appeared clearly on a cathode-ray tube screen at each end, but distortion was noticeable, the faces appearing broader and wider and the forehead lower. Scanning is by mechanical means, a light spot being used. The definition is 180 lines and 25 frames per second, resulting in a certain amount of flicker. The image frequency is impressed on a carrier, and the signal is transmitted after the upper side-band has been suppressed. Styroflex and ceramic insulating disk cables are used. To provide for the 441-line broadcasting television standard it will be necessary to have repeaters at every 17.5 km. The price of a 3-minute conversation is Rm. 4.80, plus Rm. 0.80 for notifying the called person (100 reichspfennigs equal 1 reichsmark, which equals about US \$0.40). Only one conversation is at present possible at a time. People wishing to speak and see from Berlin to Leipzig or Nuremberg while a Munich-Berlin conversation is taking place have to wait their turn. The service to Nuremberg and Leipzig has been in operation for some time, and it is proposed to extend the system to Cologne, Hamburg and Frankfurt very shortly.

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8/23/38

## PHILCO STRIKE SETTLEMENT OFF; AEROVOX WALKOUT

Peace terms designed to end the deadlock which has kept the Philco radio plant closed for 16 weeks were rejected by members of the three Philco locals of the United Electrical, Radio and Machine Workers C.I.O. last Monday. On the same day in Brooklyn, there was a walkout of employees of the Aerovox Corporation, manufacturers of radio condensers, in an effort to force a renewal of a contract and demands for a 40-hour week and wage adjustments.

It was said that 7,000 of the peak membership claimed by the striking unions participated in the Philco vote which disapproved of four major provisions of a proposed compromise settlement and sent their negotiating committee back for further conferences with officials of the Philadelphia Storage Battery Company.

Clauses to which the employees objected, concerned a union-shop demand, wage scales, reclassification of jobs and the purchase of parts by the company. It was viewed as significant that a clause proposing a forty-hour week instead of thirty-six hours was not placed on the list of matters to be discussed.

Mayor S. Davis Wilson, who had been warned by President James M. Skinner if the strike was not settled Philco would move away from Philadelphia, made an unexpected appearance at the meeting, was booed by some of the workers on his arrival, but was cheered when he left after telling the crowd that "whatever you decided to do I am with your", and promising protection against "illegal interference on the part of police".

In the case of the Aerovox strike, officials of the local United Electrical, Radio and Machine Workers of America, C.I.O. affiliate, announced that 800 workers, the entire mechanical personnel, had walked out. Samuel I. Cole, President of the Company, said, however, that only 400 employees had struck.

The Company's contract with the union expired on July 6th, according to Al Sterne, union organizer, who said the Company had requested six weeks to negotiate for a new agreement. The Company, he said, then proposed wage cuts and a forty-four-hour week. The union asked a graduated scale of pay for piece-workers and a 5 percent increase for employees on a time basis.

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## RAIN AND SNOW STATIC TO BE STUDIED

Contracts have been awarded by the Bureau of Air Commerce, of the Commerce Department, to Reed College, Portland, to Reed College, Portland, Oreg., and Purdue University, Lafayette, Ind., covering the investigation of rain and snow static. The work of Reed College will be devoted to snow static, while that at Purdue University will deal with rain static.

A contract was awarded to the Washington Institute of Technology, Washington, D. C. for a complete ultra-high frequency radiobeacon transmitter of a new type, quite different from the conventional radio range. Instead of the four conventional fixed range courses, this radiobeacon provides an infinite number of range courses on which aircraft may "home" or fly away from the transmitting station. In addition, the aircraft may determine its bearing from any omni-directional radio range station which is tuned in.

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## 1939 RADIO PARTS SHOW AGAIN SELECTS CHICAGO

The National Radio Parts Trade Show, which reached its maximum last June at Chicago, will be held again next year at Chicago during the Radio Manufacturers' Association's convention. The parts show, sponsored jointly by the RMA and the Sales Managers Clubs of Chicago and New York, has arranged definitely to hold the 1939 show again in Chicago. Ken Hathaway continues as show manager.

The joint Radio Parts show operating organization met at New York, July 28, and made definite plans for the Chicago show next year. In view of strong sentiment for an Eastern Parts Show the following year, the recommendations will strongly urge that the 1940 show be staged in New York.

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## MUSSOLINI TO BUILD 21 NEW STATIONS

The principal executives of the Italian broadcasting system (E.I.A.R. - Ente Italiano Audiozione Radiofoniche) presented a plan which was approved by Mussolini for the erection of 21 new transmitting stations, the American Commercial Attache at Rome advises. These will be located at Florence, Turin, Bologna, Verona, Padua, Venice, San Remo, Spezia, Macerata, Ascoli Piceno, Teramo, Aquila, Pescara, Benevento, Foggia, Campo Basso, Taranto, Potenza, Cosenza, Catanzaro and Cagliari.

The head of the Government was informed by the officials that the total number of subscribers to the E.I.A.R. will shortly reach the million mark.

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## WHAT IT COSTS TO TAKE A SET ABROAD

Many listeners will be visiting the Continent this Summer, and some are likely to be accompanied by their receiving sets - possibly car radio. A frequent hindrance to many who would otherwise take a receiver abroad is the uncertainty of their liability to receiving license fee and import tax on the sets. The following table of liabilities offered by World Radio of London in this respect may prove helpful.

It will be seen that there are many countries where no tax is levied for short visits. With regard to those where only the annual tax payable is given, it is highly probable that visitors will be asked to pay a smaller sum covering the length of their stay:

Belgium - Five Belgian francs a month.

Bulgaria - Exemption is granted for receivers in visitors' cars or aeroplanes, when the duration of their stay is not more than ten days. Three months' tax varies from 75 to 100 leva according to circumstances.

Czechoslovakia - Tax for three months: 10 crowns.

Denmark - Annual tax: 10 kroner.

France - Annual tax of 60 francs. For a visit of four to eight weeks, however, "it is not worth while declaring a set", according to an official of the Ministry of P.T.T.

Germany - Two marks a month. (For every receiving set installed in a car and used in addition to an ordinary receiver, there is a supplementary tax of 50 pfennig).

Holland - Visitors enjoy the same privileges as native listeners - that is, they pay no tax; they are even exempt from the usual declaration of their sets if they are not staying for longer than three months.

Hungary - Annual tax of 28.80 pengo.

Italy - Special tax of 15 lire levied on visitors for three months.

Latvia - Two lats a month.

Luxembourg - Foreign visitors and native listeners are not called upon to pay any tax.

Morocco - Exemption granted for receiving sets installed in visitors' cars.

Norway - Sets installed in foreign visitors' boats, aeroplanes, and cars are exempt from tax, if staying for three months, or less.

Poland - Three zloty a month, and, in addition, a registration fee of 1 zloty.

Portugal - For a limited stay, sets installed in visitors' cars are exempt.

Roumania - Three months' tax: 150 lei.

Sweden - Annual tax of 10 kroner.

Switzerland - Exemption granted for sets installed in cars on condition that the visit does not last longer than three months.





## BALTIMORE STATION JOINS CUBAN INTERFERENCE FIGHT

The Communications Commission has authorized Station WCAO at Baltimore to increase its power to 1 KW at night for a limited period to minimize the effect of interference from long-wave Station CMQ at Havana.

This follows the Commission's granting a temporary increase to 5 KW at night for Station WREC at Memphis, Tenn., which also has been seriously interfered with by the Cuban station.

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## SUGGESTS ROADSIDE SIGNS FOR RADIO-EQUIPPED TOURISTS

The following good tip is offered to broadcasters by Orrin E. Dunlap, Jr., Radio Editor of the New York Times, a thought which occurred to him while driving through New England in his automobile equipped with a radio set:

"As soon as the automobilist travels out of range of his favorite local stations, the dial locations of which he has memorized, he finds himself groping around the tuner for the new ones of loudest caliber. It would seem that the broadcasters here, there and everywhere are missing an opportunity to win new listeners by not placing signs along the posts, rail fences or trees that might read something like this: 'You are now within radio range of Schenectady. Tune in WGY, 790 kilocycles'. Such information and inviting sign-posts would put an end to the motorist's 'blind' tuning.

"Radio has made the automobile a theatre on wheels. It adds a new life to the car. Those who travel long distances alone say that broadcasts break the monotony and put an end to loneliness."

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## AMERICAN RADIO EXPORTS OFF

Exports of American radio decreased 14.5 percent during the last fiscal year ending June 30, according to the latest report for June of the U. S. Bureau of Foreign and Domestic Commerce, as compared with the all-time high record of 1937, but were larger than the U.S. exports in the preceding fiscal year ending June 1936.

Total radio exports during the last fiscal year were \$27,062,455 compared with \$31,652,948 in the preceding fiscal year, and with exports of \$26,176,153 in the fiscal year ending June 1936.

Export trade in radio parts and accessories held up better than in tubes and complete sets during the last fiscal year, and exports of American transmitting apparatus increased 32.8 percent. Receiving set exports during the same period decreased 23.1 percent in number and 22.8 percent in value. while tube exports decreased 19.5 percent in number and 19.3 percent in value.

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8/23/38

::: TRADE NOTES :::

For the seventh successive month of 1938, NBC network business increased over 1937 to all-time highs. In July the NBC Red Network advertising volume ran 74% ahead of its closest competitor, according to an NBC announcement.

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Sales of radio sets to Canadian dealers during June totaled 10,385 units valued at \$763,812, as compared with 6,374 units with a list value of \$494,638 in May, the American Commercial Attache at Ottawa reported to the Department of Commerce.

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The Council Bluffs (Ia.) Nonpareil has dropped all radio comment and publicity from the radio page and is now using only daily program listings.

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A combination merchandising "package" including a radio, a Victrola attachment and a quantity of Victor records at a special over-all price, will be featured in a September advertising campaign by the RCA Victor Company, Thomas F. Joyce, Advertising and Sales-Promotion Manager, announced this week. A national newspaper advertising campaign in key cities will be launched by the Company.

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A report that the Chevrolet Division of General Motors Corporation, largest user of spot transcription broadcasting in the country, would discontinue this medium Aug. 31, was denied by C. P. Fiskien, advertising manager, in Detroit. He said that Chevrolet's 13-week contract expires at the end of this month. With the announcement soon of Chevrolet's 1939 models, he believes the spot radio will be resumed, Mr. Fiskien added.

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Internal Revenue collections of the Federal Excise Tax on radio and phonograph apparatus in July 1938 were \$305,170.41, a decrease of 29.6 percent compared with the July 1937 collections. The July collections, largely covering radio factory operations in June and some fiscal year adjustments of previous accounts, not including unreported excise taxes on automotive radio, were 32 percent lower than the June 1938 radio taxes. July excise taxes on mechanical refrigerators were \$644,718.69, 58.1 percent less than the July 1937 taxes of \$1,540,151.06.

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## MCCOSKER AND OTHER MUTUAL OFFICERS REELECTED

All officers and Directors of the Mutual Broadcasting System were reelected at the annual meeting of the stockholders and Directors of the network in the Chicago offices of Mutual on Wednesday, August 17th. These were: President, W. E. Macfarlane; Chairman of the Board, Alfred J. McCosker; First Vice-President, T. C. Streibert; Executive Secretary and Treasurer, E. M. Antrim.

Directors reelected were Alfred J. McCosker, T. C. Streibert, Jack I. Straus, W. E. Macfarlane, E. M. Antrim, E. W. Wood, Jr., and Fred Weber.

All of the stock of the Mutual Broadcasting System continues to be held by WGN, Inc., Chicago, and the Bamberger Broadcasting Service, Inc., of Newark, N.J., operators of WOR.

General Manager Weber reported the addition of affiliated stations in the Far West, the increase in power of other associated stations, and the affiliation of the newly formed Texas State Network. Mr. Weber also announced that the Mutual network's commercial program revenue during the first six months of 1938 was 19 percent greater than in the same period last year. He also reported on the educational and cultural program plans for the coming months and also on the business outlook for the Fall and Winter season.

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## BRITISH TRY TO BOLSTER UP TELEVISION

Efforts to popularize television are being renewed by the British Broadcasting Corporation in cooperation with the Radio Manufacturers' Association, Marsland Gander writes from London.

"In two years only about 3,500 sets have been sold to the public in the Greater London area", he advises. "According to statisticians, the potential market for receivers at the current price is 75,000 in the service area of Alexandra Palace.

"Experts in the industry have been busy analyzing the reasons for the failure of television to capture the public fancy in a big way. Among the chief reasons are: The high price of sets; lack of appeal in studio programs; short range of transmissions; smallness of the screen; brevity of daily transmissions.

"'Look-in' centers will be established around the Radio Exhibition at Olympia from Aug. 24 to Sept. 3. Twenty manufacturers will be exhibiting new televisions and for the first time demonstrations will take place throughout the exhibition instead of being confined to a small 'peep show' in one corner.

"Miniature television sets intended to provide the equivalent of the cheap crystal set which did so much to popularize the radio will be on display, priced at \$150 and less. Some of these receivers will include an all-wave set for the same price.





Unfortunately, to make this drastic cut in price possible, manufacturers have concentrated on a reduction in size of the cathode ray tube. They have made the tube smaller and shorter. True, they have also made the end flatter, but still it means a smaller picture, measuring only 7½ inches by 6."

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#### RADIO MANUFACTURERS PREPARE FOR NEW WAGE-HOUR LAW

The special Committee on Industrial Information of the Radio Manufacturers' Association, of which John R. Howland, of Philco, Philadelphia, is Chairman, at a meeting in New York City outlined a thorough study of many problems in connection with the new Federal Wage-Hour Law which will become effective October 24th. This fact-finding committee will prepare a detailed report for the early Fall meeting of the Board of Directors which will take appropriate action in relations with the Government administration of the new "Fair Labor Standards Act of 1938", according to Bond Geddes, Vice-President of the RMA. An information service for individual members of the Association also is under consideration.

The RMA Committee has assigned various subjects to individual members, including the wage and hour provisions of the new law, and John W. Van Allen, general counsel of RMA, will prepare a detailed report on the various State labor and employment laws.

Another meeting of the Industrial Information Committee is planned early next month, preceding the Fall meeting of the Board of Directors. The fact-finding committee will secure and analyze all available information on the new law and its administration and submit a complete report and recommendations to the RMA Board of Directors.

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#### CHARTER RIGHTS CITED IN WNYC BRIEF

Supreme Court Justice Kenneth O'Brien was asked last week to deny the application of Corporation Counsel William C. Chandler to have the court declare illegal the resolution creating the special committee of the City Council to investigate municipal radio station WNYC because the resolution had not been submitted to Mayor LaGuardia for his approval. The City's plea, if granted, would have the effect of also outlawing the proposed city investigation of relief.

The request was in the form of a brief submitted by Robert Daru, a former Assistant District Attorney, now Special Counsel to the Council Committee. The court now has for its consideration a motion of the Corporation Counsel to quash a Supreme Court subpoena issued by Justice Peter Schmuck on application of the Council Committee requiring Morris Novik, WNYC Director, to appear before it with his records and answer questions about a travelogue broadcast concerning Russia last Spring.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**

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No. 1153



## SUMMER STATIC DOOMED SEPTEMBER 1ST

With the increase in power and perfecting of the transmitting apparatus, electrical disturbances caused by the changes in the highly charged Summer atmosphere, are occasioning the radio listener less and less annoyance. In the old days when it was necessary for so many communities to depend upon outside stations, Summer static practically limited the good listening period to about eight months in the year. Now, with practically every city having its local broadcasting station or stations, and with the development of the networks, static is no longer the factor it used to be.

Nevertheless, it is good news to the listener that September 1st will mark the beginning of the best listening season of the year. This will continue on through to March 1939.

According to J. H. Dellinger of the National Bureau of Standards in Washington, static is usually due to distant electrical disturbances in the atmosphere, especially thunderstorms. It is something entirely separate from man-made interference to radio reception caused by electrical devices such as X-Ray apparatus, and sparking contacts.

"The trouble from static, or 'atmospherics', as it is sometimes called, is generally less the higher the radio frequency; thus it is practically negligible at frequencies above 30,000 kilocycles per second. Atmospherics are more troublesome in Summer than in Winter, in low latitudes than in high latitudes, at night than in the daytime, and on land than on the ocean", Dr. Dellinger said.

"There are no known methods of completely eliminating radio interference caused by atmospherics. Their effects can be reduced by increasing the power used in the radio transmitting station.

"Methods are available for use in the receiving station which partly overcome the trouble. One method is the use of a very selective receiving set, e.g., the superheterodyne. Increasing the selectivity reduces the atmospherics by narrowing the band of frequencies admitted to the receiving set. Selectivity can be increased up to the point where the quality of the received signal is excessively marred; this process can be carried farther for CW than for radio telephone reception, and therefore CW can be received through atmospherics more





successfully than radio telephony. The effectiveness of numerous balancing schemes for the elimination of atmospherics is essentially dependent on increasing the selectivity of the receiving apparatus. A somewhat related scheme is the use of the limiting action of vacuum tubes or other circuit elements.

"Another method of mitigation, useful in some cases, is the use of a directional antenna. Such an antenna is oriented in such a direction as to eliminate the atmospherics from the direction in which they are the most troublesome. The simple coil or loop antenna is of some use in this connection. A specialized type, used in low-frequency radio telegraph reception, is the wave antenna, which is a very long, low antenna of special design."

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#### CANADIAN RADIO SALES IMPROVE

Radio sales to dealers in Canada during June numbered 10,385 units valued at \$763,812 as compared to 6,374 units with a list value of \$494,638 in May, according to a report from the office of the American Commercial Attache at Ottawa. Sales in all groups increased, with battery sets making the best advance.

Inventories of companies reporting to the Radio Manufacturers Association of Canada totaled 61,526 units as of June 30, 1938, compared with 53,305 units on hand at the end of May. Projected production during the period from July 1 to September 30 is scheduled at 75,872 units, including 60,629 alternating current chassis, 14,939 battery sets, and 304 automobile sets, the report states.

Total sales in the first six months of 1938 numbered 52,334 units with a list value of \$4,356,433 as compared with 67,782 units with a list value of \$5,273,658 in the corresponding period last year. The figures of one Canadian branch of a large United States manufacturer are not included in the above item, according to the report.

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#### MORE THAN 20,000 SHIPS NOW HAVE RADIO

The total number of ships throughout the world, both merchant and naval, equipped with radio is 21,483, according to a compilation made from the 10th edition (March 1938) of the "List of Coast Stations and Ship Stations", published by the Bureau of the International Telecommunications Union, Berne, Switzerland. This number compares with 19,566 ships so equipped in March, 1937, 18,129 in March 1935, and 18,032 in March 1934, according to the Transportation Division of the U.S. Commerce Dept.

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8/26/38

## POLICE ARE SLOW IN APPLYING FOR PERMANENT LICENSES

Applications for permanent municipal police licenses replacing the present general experimental licenses, specifying the new frequencies available, have not been filed in sufficient numbers to assure all stations being relicensed before October 1st, the expiration date of the present licenses. Accordingly the Federal Communications Commission has notified all police licensees not already having filed applications to take immediate steps to do so.

Numerous applications for the new municipal police radio facilities have been returned due to errors in execution. Others have been placed in the Commission's pending file awaiting further information from the applicants. The most frequent error is the omission of statements covering the results of the applicants' arrangements for the proper choice and use of the new frequencies to minimize interference in the applicants' areas.

Before an application is submitted to the Commission each municipality must contact all licensees of police stations operating in the 30 to 40 megacycle band within a radius of approximately forty miles and cooperatively agree upon the selection of frequencies. A copy of all such agreements formulated must be filed with the application. Such documents may take the form of letters addressed to the Commission from the surrounding licensees stating that they have no objection to the applicant using the requested frequency. If as a result of the applicant's investigation, there are no other stations of this category within the area mentioned above, a statement to this effect must accompany the application.

Applications for license requesting the change from experimental to emergency service authorization must, if such is the case, include a statement to the effect that the equipment to be licensed is the same as the apparatus specified in the construction permit, or permits, previously granted. If this is not the case applications for construction permit specifying the equipment now in use must be submitted with the license applications.

In this connection it is pointed out that a single construction permit application is acceptable for all mobile units of identical construction. Only one license application is to be filed for the control station and all mobile units operating as a single coordinated municipal police radio system. Various applicants have filed unnecessary separate forms for each unit.

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8/26/38

## WHY CAN'T CONGRESSIONAL DEBATES BE BROADCAST, SCRIBE ASKS?

As a Congressman twirls his radio dial these long Summer afternoons, and gets little but baseball broadcasts, he may be content (if he's a fan) to hear that the count is three and two on Gehrig. . . . But he's also apt to meditate: "If they can broadcast from Bangor to San Diego that Lefty Gomez has just hit a foul ball, why can't they broadcast the debates in Congress?", Harlan Miller writes in the Washington Post.

"As he thinks it over, the honorable gentleman is likely to be a little irritated that the House and Senate haven't been studded with microphones long, long ago, and that the patriots aren't as familiar with his voice as with Jack Benny's or Charlie McCarthy's.

"And, indeed, it is strange that in such a radio-conscious democracy, the radio chains - and the sponsors - haven't bestirred themselves to give the citizenry a ringside seat at the lily-gilding, eagle-screaming, nation-saving and baloney-slicing which goes on in Congress.

"Except when the Republic has the colic, there are no more than 100 daily sessions of the two Houses a year. Usually they meet at noon and adjourn around 4 o'clock, Monday through Friday. . . . If the radio audiences yawned the number and length of sessions could be trimmed. . . . Often they don't even meet on Mondays or Fridays.

"The three treat chains which inundate the land with words and music could split up the job, and two and one-half hours on each would be enough to send every precious word of every Senator and Representative roaring out across the waiting distances into every eager ear.

"There shouldn't be any trouble about sponsors . . . . So let's wire the House and Senate for sound; drape the microphones, one in front of every seat; soundproof the walls with cork; assign attendants to stage-whisper 'Quiet, please!' as Borah clears his throat; divide up the time so every member may tell the world at least once a fortnight what's keeping him awake nights. . . . Let the land listen in as the eagles of democracy sound off; and let every patriot take a long siesta each day to keep his finger on the pulse, or to get a nap. There might even be all-request programs."

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## WIDENING OF INTERNATIONAL BROADCAST BANDS SEPT. 1, 1939

Beginning September 1, 1939, the widening of the international broadcast bands as agreed to at the recent Cairo convention (Article 7 of the Cairo General Radio Regulations) becomes effective as among nations which have ratified those new regulations by that time. The table of allocation contained in this article provides for certain additional frequencies ranging from 10 kilocycles to 200,000 kilocycles, to be allocated for long distance broadcasting service (termed International Broadcasting in the United States).

The Federal Communications Commission has made an engineering study of the present and proposed allocations in the new international broadcasting bands, and as a consequence has notified the Bureau of the International Telecommunication Union, Berne, Switzerland, the following ten additional frequencies for use by stations of the United States in the new bands: 6170, 6190, 9650, 9670, 17830, 21570, 21590, 21610, 21630 and 21650 kc.

Pending ratification of the Cairo Radio Regulations, and until at least September 1st, 1939, applications for the frequencies listed above will be considered by the Federal Communications Commission on the basis of Paragraph 1 of Article 7 of the Madrid Radio Regulations for the type of service known under the Rules and Regulations of the Commission as "International Broadcast", and to be operated on a temporary basis in accordance with all the rules governing that service until a more permanent policy is adopted.

Because of the existing congestion in all of the bands allocated for international high frequency broadcasting, applications for frequencies other than those listed above, or other than those now allocated to stations of the United States will not be in order.

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## RADIO INVENTORIES BETTER THAN A YEAR AGO

Radio goes into its Fall season with stocks in very excellent shape compared with a year ago, according to Radio Today. At present there is no congested situation. Manufacturers' inventories are largely liquidated, and no threat overhangs the market. Jobbers and dealers are moving their stocks satisfactorily, clearing the way for new purchases. No disquieting factors are present in the 1938 Fall picture, and the stage seems all set for healthy recovery.

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## GERMANY TO SUPPLY 700,000 RADIOS TO NEEDY AT LOW COST

Seven hundred thousand wireless receivers, costing only thirty-five shillings each, are to be provided for "needy" listeners in Germany before the end of the year. This announcement was made by Dr. Goebbels, Minister of Propaganda, when he opened the German Radio Exhibition.

The set, which is an all-mains, two-tube receiver, can be obtained by those for whom it is designed for five marks deposit and fifteen monthly installments, World Radio of London reports. They will also pay only one mark, instead of two, for the annual license.

An annual award of two thousand marks is to be made for the best work in the field of radio, Dr. Goebbels announced.

He added that there was to be a change in German program policy. In future Deutschlandsender would devote more time to operas, dramas, and the great German symphonies.

One large hall at the German Radio Exhibition is devoted entirely to television, and the biggest attraction is the hour-and-a-half television revue, which the crowds seem to prefer to see in the heat of the lights, rather than watch the transmission on the receivers in the dark, cool corridor. The good reception on the largest projection screen is good, but on the smaller ones it is less pleasing. The largest television hall, equipped with Fernseh A.-G. apparatus gives a bright image on a screen 10 ft. by 12 ft.

The Fernseh A.-G.'s table-top set gives a full-plate-size image, and has set tuning for vision and sound, for the local station, and for the long-wave National Transmitter. This set will cost in the neighborhood of forty pounds. Telefunken have produced an even less expensive adaptor set. This consists of an ultra-short-wave receiver for sound and vision. The sound is passed out to the ordinary radio receiver, whereas vision is handled in the television "adaptor".

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## PREDICTS EXCELLENT FALL AND WINTER S-W RECEPTION

Although during the past Summer in spite of the unusual heat, short-wave stations in England, Germany and Italy were heard exceptionally well, a Government radio expert, who asks that his name not be used, reports and he has predicted even better short-wave listening conditions during the forthcoming Fall and Winter. He said that in conjunction with the building of more powerful short-wave stations abroad, and more effective use of antenna in beaming, or directional broadcasting, also with listeners equipping themselves with modern receiving sets instead of depending upon those two or three years and maybe much older, the forthcoming Winter should offer the best short-wave programs to the United States thus far received.

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## FARM RADIOS INCREASE TO 62%

Material increase in farm radios is detailed in two recent government reports. The Bureau of Census has issued two farm radio reports (T-5 and Special T-5A), while another has been issued by the Division of Home Economics of the Department of Agriculture.

There are ten times as many farm radios in 1938 as in 1925, according to the Census Bureau report, only 6 percent of farms having radios in 1925 with 62 percent of radio ownership on farms reported on January 1, 1938. Southern states showed the greatest gain in rural radio.

The Department of Agriculture report stated that far more farmers owned receiving sets than ever possessed pianos or phonographs, the proportion being below 70 percent in the southeast and ranging as high as 93.7 percent on California farms, as against 44.2 percent for pianos.

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## RUSSIANS SCRAMBLE FOR AMERICAN RADIO SETS

The demand for radio sets is still far in excess of supply, dispatches from the American Embassy in Moscow set forth. According to the Moscow "Pravda", the "special radio store No. 7 in Moscow, which is one of the few large radio stores in the city, received during the first 3 months of the current year only 35 modern 6-tube all-wave sets of American design with American parts and metal tubes". The article states further that "hundreds of buyers must be refused daily, since the first shipment was sold out in 3 hours, and since the next shipment will not be received until some time during the second half of the year".

It appears that the quality of the sets in question is not satisfactory. Of the 35 sets mentioned above, 3 were condemned by the store and 14 were returned by the buyers 3 or 4 days after they were purchased.

The above set was placed on the market at the end of 1937. It is a 6-metal-tube table-model set, superheterodyne, copied on the basis of American designs. The price of this set in the Soviet Union is 966 rubles, or about \$193 at the official rate of exchange. The same set is also used for a combination radio-phonograph which sells for 2,200 rubles, or approximately \$450.

A limited number of 5-tube, superheterodyne sets are being installed in the best Soviet automobile, the Zis.



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With respect to radio parts, it may be stated that the supply thereof is far from sufficient to satisfy the demand. Parts for the above sets are, according to the Soviet press, particularly scarce.

Since the production of individual sets is extremely limited, the Soviet authorities are concentrating their attention upon the development of a central receiver system. It is planned to install 950,000 additional outlets in 1938. The number of such outlets existing at the end of 1937 is estimated at about 3,000,000, according to the Moscow "Pravda".

An American company has completed the installation of a television broadcast station in Moscow. It is understood that only a small number of television receiving sets exist in Moscow, all of which were purchased in the United States.

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#### NAVY GREATLY IMPROVES RADIO METEOROGRAPH SYSTEM

There has been an outstanding development of the radio meteorograph system used by the aerological service of the United States Navy Department.

The radio meteorograph attached to a small unmanned balloon, sends down radio signals which give a measure of the variations in atmospheric pressure, air temperature, and air humidity as the balloon ascends. The decrease in barometric pressure as the balloon rises is utilized to operate a small switch arm which moves over a set of electrical insulating and conducting strips. The conducting strips are electrically interconnected with two resistors which control the modulating frequency or pitch of the radio signals. One of these resistors consists of a small capillary glass tube filled with an electrolyte which varies markedly in electrical resistance with the surrounding air temperature. The second resistor is mechanically varied by the expansion or contraction of a hair element and hence varies with the relative humidity. The temperature resistor is normally in circuit so that the modulating frequency or pitch is normally proportional to the temperature. At predetermined pressure levels, corresponding to approximately 500-foot increments in the height of the balloon, the switch-arm switches in the humidity resistor and the modulating frequency or pitch becomes a measure of the relative humidity. At the ground receiving station, an automatic graphical frequency recorder connected in the output of a receiving set converts the variations in pitch into a plot of temperature and humidity against pressure.

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::: TRADE NOTES :::  
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Paul S. Ellison, of Hygrade-Sylvania Corporation, has been named Chairman of the Sales Managers Clubs, Eastern group.

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Shortwave station W3XAU, operated by the WCAU Broadcasting Company of Philadelphia, has been granted an additional frequency of 15,270 kc., in addition to the frequencies already granted to the station by the Federal Communications Commission for use in international Broadcasting.

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Since the first of August, over \$8,690,000 in new and renewal business for the twelve months starting this Fall has been signed by the Columbia Broadcasting System, according to a CBS press release. These recent signatures will bring 17 programs to Columbia audiences, on behalf of 11 advertisers, it was said, in addition to programs previously scheduled for Fall and Winter.

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Sparks-Withington Company and its subsidiary reports for the year ending June 30th, a net loss of \$60,581, compared with a net profit of \$466,067, or 49 cents a share on 900,674 common shares, after preferred dividend requirements, in the year to June 30, 1937.

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The Radio Section of the National Bureau of Standards during the year assisted the Weather Bureau and the Geological Survey in forming a Committee on the Use of Radio in Flood Forecasting and Control.

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The monthly index of radio advertising in Printer's Ink, shows for July a decline of 7.9 percent from the like month in 1937, the greatest drop from a year ago recorded so far this year. The decrease in the index indicates that the July decline was greater than seasonal.

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Gen. James G. Harbord, Chairman of the Board of the Radio Corporation of America, recently returned from a trip to the Antipodes and the Far East, will describe interesting highlights of the extended cruise on Tuesday, August 30th, over the NBC-Blue Network at 6:30 P.M., EST. The subject of the General's informal talk is "Some Observations Around the Pacific".

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## NBC DENIES INDEPENDENT ASCAP MOVE

There was an immediate denial from the National Broadcasting Company of a story printed in Variety that Judge A. L. Ashby, NBC General Counsel, had approached the American Society of Composers for a new licensing agreement. The Variety story read, in part, as follows:

"American Society of Composers, Authors and Publishers will not enter into negotiations with NBC or Columbia for a new licensing agreement unless it has gone over the subject first with representatives of the broadcasting industry as a whole. Disclosure of this policy was made after A. L. Ashby, NBC v.p. and general counsel, had approached the Society about starting preliminary discussions for a separate contract with the networks.

"Present licensing contract between ASCAP and the broadcasting industry does not expire until Dec. 31, 1940, and it is doubtful whether the performing rights combine will join in serious talk with any faction in radio until after the ASCAP board of directors meets Sept. 29."

The denial of NBC was as follows:

"It is the policy of the National Broadcasting Company in any discussion of licensing arrangements with the American Society of Composers, Authors and Publishers, to make no move independently, but to work in the closest cooperation at every step with its affiliated stations, the Independent Radio Network Affiliates and the National Association of Broadcasters.

"A printed statement that A. L. Ashby, NBC Vice-President and General Counsel, had approached ASCAP regarding preliminary discussions for a separate contract with the networks is untrue and without the slightest foundation in fact."

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## PHILCO LAUNCHES FARM ADVERTISING CAMPAIGN

The biggest farm radio campaign in Philco history was launched this week according to Ernest B. Lovemen, Advertising Manager of the Philco Radio and Television Corporation.

Included among the media being used in the campaign are: Farm & Ranch, The Farmer-Stockman, Western Farm-Life, Missouri Ruralist, Capper's Weekly, K.C. Weekly Star, Capper's Farmer, Successful Farming, Kentucky Farmers Home Journal, Wallace's Farmer & Iowa Homestead, Progressive Farmer, Southern Agriculturist, Southern Planter, Western Farm Life, The Farmer, Nebraska Farmer, Prairie Farmer, Wisconsin Agriculturist & Farmer, and Rural Progress.

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## SEES BRITISH TELEVISION PROBLEM EASIER THAN OURS

Television program methods in England reveal a marked difference from those followed in American experimental studios, said Thomas H. Hutchinson, television program director of the National Broadcasting Company, on his return from a six weeks' inspection tour of European television projects.

Much of the difference in English and American program methods, Hutchinson pointed out, is due to the fact that in England television must maintain a daily schedule for the public, while in the United States it still is in an experimental stage. This, the NBC director feels, makes for greater freedom and eventually more satisfactory results in the American studios.

"The British service, operated by a government monopoly and financed out of license fees levied on every radio receiver in England, Wales, Scotland and Northern Ireland, consists of two and one-half hours of entertainment a day", Mr. Hutchinson said. "The single English television station at Alexandra Palace gives excellent service within a range of about twenty-five miles. A few remarkable records of reception over greater distances have been made, but to all practical purposes English television is limited to the metropolitan area of London."

"To my mind, television will have fulfilled only a small part of its promise when it serves the minority of Americans gathered in a few of the very largest cities. The promise of television is entertainment, and entertainment for the mass of Americans. That means the building and operation of many transmitters, the cost of which will probably mount into tens of millions of dollars. It also means television networks. Sound broadcasting has available 70,000 miles of special telephone radio conductors to link stations together into networks. Only a special type of cable, called coaxial cable, will carry the television signal. It is very expensive to install. Briefly, Great Britain's problem is to extend television to an area a little smaller than our own State of Oregon. The American problem is to spread it over an immense area of 3,026,789 square miles."

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## DRAKE, HEAD OF ELECTRIC RESEARCH PRODUCTS, DIES

Whitford Drake, President of Electric Research Products, Inc., died last Wednesday at his Summer home in Chatham, Mass., after a long illness.

Mr. Drake was Assistant Operating Manager of the Kearny Works of the Western Electric Company from 1924 until the formation of Electrical Research Products, Inc., in 1927, when he was appointed General Manager of the Acoustics Department of the new organization.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**

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August 30, 1938.

## FCC GATHERS QUORUM AS McNINCH RETURNS

For the first time in several weeks the Federal Communications Commission obtained a quorum on Tuesday as Chairman Frank R. McNinch returned to his office after an absence because of illness and vacation of almost two months.

Judge Eugene O. Sykes, who has been Acting Chairman during Mr. McNinch's absence, and Commissioners T.A.M. Craven and Thad Brown, together with the Chairman, constituted the quorum.

Routine broadcast, radiotelegraph, and telegraph matters were being considered first, it was understood, as many of these have accumulated since the Commission last held a meeting. Judge Sykes and whatever colleagues have happened to be in Washington have disposed of minor cases but have refrained from acting on any matters in which there were "policy" angles or controversies.

With the Chairman at the helm again, the Commission is expected to tackle some of the more important jobs now in their preliminary stages.

An early announcement of the date for beginning the monopoly and chain broadcasting hearing is expected. Indications are that that part of the inquiry will not begin before October as the FCC probably will give 30 days' notice to participants.

Commissioners Paul Walker, George Henry Payne, and Norman Case were still on vacation early this week but were expected back around Labor Day.

William J. Dempsey, Special Counsel of the FCC in the monopoly inquiry, was back at his desk after a brief vacation in nearby Maryland. He was prepared, it was said, to make recommendations to the Commission regarding the conduct of the hearings. For the last several weeks he has been gathering voluminous data on the operations of the networks and their affiliated stations.

While reports persisted that Chairman McNinch was still ill, attendants at his office stated that he had recovered fully from the stomach ailment for which he underwent treatment at Naval Hospital in July.

Among other important matters to be considered by the FCC this Fall are adoption of proposed new rules and regulations

1. The first part of the report deals with the general situation of the country and the progress of the work during the year. It is divided into two main sections: the first section deals with the general situation of the country and the progress of the work during the year, and the second section deals with the specific results of the work.

2. The second part of the report deals with the specific results of the work. It is divided into three main sections: the first section deals with the results of the work in the field of agriculture, the second section deals with the results of the work in the field of industry, and the third section deals with the results of the work in the field of commerce.

3. The third part of the report deals with the financial results of the work. It is divided into two main sections: the first section deals with the income of the organization, and the second section deals with the expenditure of the organization.

4. The fourth part of the report deals with the administrative results of the work. It is divided into two main sections: the first section deals with the organization of the work, and the second section deals with the personnel of the organization.

5. The fifth part of the report deals with the general conclusions of the work. It is divided into two main sections: the first section deals with the general conclusions of the work, and the second section deals with the recommendations of the organization.



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for the broadcasting industry and demands that the present 50 KW. regular power limitation be extended to 500 KW.

Associated with this, although considered separately, is the application of the Crosley Radio Corporation for renewal of its experimental license to operate as the Nation's most powerful station with 500 KW. as it has for the past several years.

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#### BROADCASTERS WATCH O'CONNOR CONTEST IN N.Y.C.

The broadcasting industry and members of the Federal Communications Commission are watching with interest the efforts of President Roosevelt to "purge" Representative O'Connor (D.), of New York, in the November election.

Representative O'Connor, as Chairman of the powerful Rules Committee, had much to do with the efforts to bring about a radio inquiry at the last session. First, he held up the Connery resolution, and then led an unsuccessful floor fight for its adoption in the closing days of the 75th Congress.

Washington political observers predicted this week that if Representative O'Connor is re-elected, he will head a conservative Democratic-Republican coalition that may exercise great influence on, if it does not control, the acts of the next Congress.

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#### DeFOREST DISAPPOINTED IN HIS BRAIN CHILD

Dr. Lee De Forest, called the "Father of Radio" because of his invention of the tube used in receiving sets, is not so proud of his off-spring, according to the United Press.

In an interview at Hollywood, Dr. DeForest, on the occasion of his sixty-fifth birthday, described as "sickening" the trend in modern radio programs toward "all swing and croon".

"The programs", he said, "are not only poor, but the interruptions for commercial announcements are maddening. It isn't at all as I imagined it would be."

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## CAPEHART HITS REPUBLICAN BULL'S-EYE

Although he had to dig down into his pockets to the tune of \$30,000, Homer Capehart, a leading figure in the radio, as well as the musical instrument industries, of Buffalo, New York, easily secured advertising space worth a million dollars to the Republican party with the success of his "Cornfield Rally" held last week at Capehart Farms, Washington, Indiana. The papers had been heralding the event for a week in advance but the climax came with radio network, newspaper, news photograph coverage which would have done credit to a National political convention. The story was carried the next day after the party on the front-page of practically every newspaper in the country, including the New York Times and the Baltimore Sun, the two strongest Democratic organs in the East. News magazines, such as "Life" and news-reels are yet to be heard from, but altogether Mr. Capehart single-handed succeeded in giving the Republican party the biggest boost it has had since it went into the eclipse with the first Roosevelt election.

The hour's program on last Saturday afternoon was offered to the entire Red Network of the National Broadcasting Company and it is believed that most of the stations that could, availed themselves of the opportunity of tuning in on the rally. The principal speakers were John Hamilton, Chairman of the Republican National Committee, Representative James Wadsworth, of New York, and Raymond Willis, Republican candidate for Senator from Indiana.

A loud speaker and microphone system, second to none, was installed, and sufficient speakers were placed throughout the 120-acre grounds so that one could hear just as well 2,000 feet away from the speaker as though he were sitting next to him.

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## LAW AGAINST INTERFERENCE PASSED BY RUMANIA

Roumania is evidently making big efforts to ensure reception as free from "interference" as possible, World Radio notes. In this connection a law has been passed under which owners of electrically operated apparatus of any kind have to send a written notification within sixty days. Even if the apparatus is not in use it must be reported.

Fines will be imposed for failure to comply with the new law, and any money raised in this way will be devoted to broadcasting revenue. Neglect to take steps to suppress unnecessary interference is punishable by the confiscation of the machinery or apparatus after the first warning.

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## 1938-39 RADIO RECEIVERS ARE ANALYZED

The 1938-39 radio receivers have many new improvements and yet sell for an average of 15 percent less than sets of the previous year, according to Radio Today.

"Most important fact about the new sets is that two-thirds of all consoles and table models have push-button tuning (miniature table sets not included)", the review states. "Approximately 85 percent of the console models offered this year have automatic tuning. In table models the figure is slightly under 50 percent, mainly because of the much lower price-ranges.

"While the use of push buttons for tuning has greatly increased, the average prices have dropped quite a few percent. The average price of all table (including miniature) and console models is \$57.60 for 1938-39, as compared to \$67.50 for last year and \$65 for two years ago. In one year the average price has dropped 15 percent.

"The reduction in the average price is noticeable in both the table and console models, showing that it is not due entirely to the introduction of the miniature table models. The average console price is \$100.50 for this year as compared with \$116 a year ago - this is a reduction of about 13 percent.

"The average number of tubes used has also decreased somewhat. In the AC-DC sets the decrease is partly due to 'Radio Today's' application of the R.M.A. tube definition which rules out plug-in line dropping resistors (ballast tubes). This year's average AC-DC table set has  $5\frac{1}{4}$  tubes as against 6.1 for 1937-38. For AC-DC consoles the figures are  $7\frac{1}{2}$  for this season and 8.6 tubes for last year. The average miniature table model (mainly AC-DC sets) has  $4\frac{1}{2}$  tubes. All table models including miniature have an average of 5.35 tubes, while a year ago it was  $6\frac{1}{4}$ .

"In the AC type sets the reduction in the number of tubes is a smaller percentage. The average AC table model employs 6.1 tubes as compared with  $6\frac{1}{4}$  for last year. AC consoles this year have an average of 9 tubes while a year ago the figure was  $9\frac{1}{2}$ .

"While neither chairside sets nor combinations are included in the preceding averages, the following comparisons are available. For this year there are 27 chairside models which are offered by 10 manufacturers, while in the 1937-38 season there were 18 companies making 40 models. Combinations, on the other hand, are on the increase. This year we have listed in our specifications a total of 115 models under 20 trade-names (electric phonographs are omitted). A year ago there were 19 manufacturers of combinations with only 92 models. And announcements to be made in the next month will add several more manufacturers to the





list of combinations. Furthermore, this year's prices are way under those for a year ago. All indications point to an increase in the combination's popularity.

"This year's line of sets uses automatic tuning systems that are far superior to those of a year ago. Station set-up has been greatly simplified and electrical circuits stabilized against temperature changes. The telephone-dial type mechanism is used in only one or two models. The mechanical lever type of device has been perfected and is used in more than one-third of the table models having push button tuning.

"Since last year a trimmer type of push-button tuning using iron-core coils or inductances has been introduced and it is featured in almost one-third of the push-button consoles. Motor-type tuning is still very popular in the higher-priced consoles, but it is only in third place as shown in the accompanying chart. The diagram showing the use of the various types of push button tuning is based on the number of models listed in Radio Today's specifications. Miniature table, chairside, and combinations are not included.

"With the advent of temperature compensating condensers and iron-core trimmer units, automatic frequency control has become less popular, being used in only a few of the most expensive models. The drift that was common in previous push-button models not having A.F.C. seems to have been conquered through the use of better and new circuit components.

"As might be expected, the glass tube with the octal base is increasing in popularity, and at the expense of the old type glass tubes. Metal tubes are used in more models this year than last. An accompanying chart shows a break-down of the various tube types as employed in consoles and table-type sets for this year and the past two seasons. The white portion of the bar shows the percentage of sets which use the type of tube exclusively. The shaded portion means that the tube type is used in combination with other types of tubes, but that it is the predominating type.

"The Octal-G bar for 1939 table models is interpreted as follows: 12.7 percent of all models use the octal-based glass tube; 21.8 percent of the sets (shaded section) use octal glass tubes in combination with either the old glass or metal types (octal-G tube predominates in the combination). The white portion of the bar at the right indicates that 2.6 percent of the table models are using the small or miniature type octal-based glass tube.

"The increased use of metal tubes in the table sets is found mainly in the miniature and other extremely compact receivers.

The first part of the document is a letter from the Secretary of the State Department to the Secretary of the Navy. It is dated 1900 and is addressed to the Secretary of the Navy, Washington, D.C.

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"As was true last year, the price range of radios starts at a few dollars and soars to many hundreds for the super deluxe models. However, most of the manufacturers have curtailed their activity in the really expensive models. To date only five manufacturers have announced consoles costing over \$170, while a year ago there were eight. This fact is even more significant when one considers the increased use of push button tuning with its attendant increase in cost."

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#### FCC CHIEF ENGINEER APPROVES FIVE MACKAY TRANSMITTERS

The Mackay Radio & Telegraph Company was notified this week by John B. Reynolds, Acting Secretary of the Federal Communications Commission, that the FCC Chief Engineer, Lieut. E. K. Jett, had approved five types of radio telegraph transmitters as capable of meeting specifications of the ship radio telegraph safety rules.

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#### McFARLANE BEATEN IN TEXAS PRIMARY RUN-OFF

Representative W. D. McFarlane (D.), of Texas, arch critic of the Federal Communications Commission in the House, was definitely eliminated from the Texas Congressional contest in a primary run-off this week.

Complete returns from the run-off showed that Ed Gossett, Wichita Falls attorney, had won the nomination by a vote of 29,782 to 27,444. Representative McFarlane had boasted that he was an "Old friend" of President Roosevelt.

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#### FACSIMILE APPLICATION WITHDRAWN

Station KSD, of St. Louis, operated by the Pulitzer Publishing Company, has been granted withdrawal without prejudice of an application for extension of experimental authority to operate a facsimile station, on 550 kc., 1 KW power, from 1 to 6 A.M.

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## DENIES RADIO IS KILLING CIRCUS

Gardner Wilson, of the Al. G. Barnes Circus, writes to Variety, in part, as follows, from Sioux City, Ia.:

"To say that radio and flickers can compete with flesh and right-before-your-eyes amusement seems to be off. And to say this phantom sort of entertainment has hurt the circus is away off. If you could see the reception 'Bring 'Em Back Alive' Frank Buck gets in each city, you'd know you were wrong. There isn't a spot but the radio guy is on the lot begging for Buck on his station. The audience whoops when he comes in. And as for the giant Gargantua, they turn out in droves to see him.

"So don't let those lads who never trouped try to tell you the circus business is over. It's been a hard year for everyone, but I wouldn't be surprised if we'd stay out until late November. And we are not staying out to play to empty houses."

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## GERMANY EXHIBITS TELEVISION IN COLOR

Color television was demonstrated for the first time in Germany at this year's Radio Exhibition, the Berlin correspondent of World-Radio reports. Pictures were shown on a cathode-ray tube screen with 180-line definition. Films were transmitted using a two-color system. Red and green were clear colors, but faces of girls wearing bathing suits were not recognizable. It is generally considered that for a first effort these color pictures show that television in natural colors is a possibility. Some films in color were made of the Television station's Revue as program material for further color television experiments.

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## CHINESE GENERAL GOVERNS VIA RADIO

In North China, Gen. Chiang Kai-shek is believed to be operating the world's first "Government by radio", the Associated Press reports. More than 60 military radio stations are operating in the nominally Japanese-controlled provinces of Hopeh and Shansi, sending and receiving political orders from the head of the Central Chinese government. Through these stations Chiang Kai-shek directs an undercover army of Chinese guerrillas, who farm by day and fight by night.

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## BOTH SIDES MUST BE HEARD, SAYS EDITOR

"The Federal Communications Commission is about to begin taking testimony in its investigation of chain broadcasting and monopoly in the broadcasting industry", the Washington Evening Star, which owns WMAL, notes in an editorial this week. "There are many ramifications to the problem, as indicated by the preliminary studies by Commission personnel and by complaints which have been received from time to time.

"But the problem which stands out most from a monopolistic standpoint is what control may be exercised by a single station or even a chain in the dissemination of information on public questions, whether they be local or national. Aside from what the testimony may show at the hearings, the matter has been definitely placed before the regulatory body in the form of complaint that certain organizations or lines of thought have been denied time on the air to exploit their doctrines or their particular side of a question.

"There is the possibility that interests seeking to foster particular projects may own or control stations. They might, if they so pleased, use the stations for the dissemination of propaganda supporting their side and might deny to those who were opposed any time to give their views. There is no way now, under the law or regulations, by which such a use of so powerful a medium could be halted. The law now gives the Commission power only to regulate political broadcasts by regularly constituted candidates for public office.

"Furthermore, the Commission has no power of censorship. If a group of Reds, Fascists, Nazis or any others should get a station and undertake to use it for propaganda, restraint and corrections would be difficult. Neither could the Commission require that such a station give time to others who might propose to broadcast the patriotic side to the same group of listeners. Nor, on the other hand, has it the right to say to a station that it must give time to those fostering such creeds.

"It is one of the most difficult problems which has been presented to the regulatory body, and one that will require considerable study before a decision is reached. But it is believed and hoped that the Commission in its consideration of so important a problem as the possibility of choking off public opinion will find a means of assuring a full discussion from all angles and at the same time rule out propaganda and discussions that have for their purpose the upsetting of the United States system."

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# THE HISTORY OF THE UNITED STATES

The first part of the history of the United States is the period from the discovery of the continent by Christopher Columbus in 1492 to the establishment of the first permanent settlements. This period is characterized by the exploration of the continent by Spanish, French, and English explorers, and the establishment of the first permanent settlements by the English in 1607.

The second part of the history of the United States is the period from the establishment of the first permanent settlements to the American Revolution in 1776. This period is characterized by the growth of the colonies, the struggle for independence from Britain, and the establishment of the United States as a new nation.

The third part of the history of the United States is the period from the American Revolution to the Civil War in 1861. This period is characterized by the growth of the United States, the struggle for slavery, and the establishment of the United States as a new nation.

The fourth part of the history of the United States is the period from the Civil War to the present. This period is characterized by the growth of the United States, the struggle for civil rights, and the establishment of the United States as a new nation.

The fifth part of the history of the United States is the period from the present to the future. This period is characterized by the growth of the United States, the struggle for civil rights, and the establishment of the United States as a new nation.

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## HARBORD TO DISCUSS FAR EASTERN SITUATION

Two additional broadcasts giving first hand information on the situation in the Pacific and the Orient by Maj. Gen. James G. Harbord, Chairman of the Board of RCA, to be heard from 8:30 to 8:45 P.M., EST, over the NBC-Blue Network on September 6 and 13, have been scheduled by the National Broadcasting Company. Originally General Harbord was to make but one broadcast on Tuesday, August 30, on "Some Observations Around the Pacific".

In his two added talks, General Harbord will deal specifically with conditions in the Philippine Islands and in Manchukuo, both of which he visited during a tour of the Pacific from which he returned recently. During his visit, which was extended as far south as Australia, he refreshed a thorough knowledge of problems in the East which he gained during his twelve years' service with the United States Army in the Philippines.

His September 6 talk will be devoted entirely to economic and political conditions in the islands. While there he was the guest of President Manuel Quezon at Malacanan Palace, and aboard his yacht and special trains during an extended tour of inspection. One subject which he looked into closely was the growing feeling of apprehension in the Philippines at the prospect of independence in view of the turmoil in the Far East. He also will deal with the strides which have been made agriculturally and in industry to improve living conditions in the islands.

His September 13 broadcast will deal with Manchukuo and Japan. Besides describing the intense activity to enlarge the industrial and raw material output of Manchukuo, he will discuss the political situation. While there he was near the scene of the recent fighting between Japanese and Russian troops. Included will be a resume of how the present undeclared war between Japan and China has affected the daily lives of the Japanese people.

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## WOR OFFICIALS TO ADDRESS SCHOOL ON RADIO

Characterized as the first university course on record to offer a comprehensive survey of the entire broadcasting industry, the evening session of the City College of New York will inaugurate this Fall a class in "Radio Broadcasting, Theory and Practice".

# THE HISTORY OF THE UNITED STATES

The history of the United States is a story of growth and change. From the first settlers to the present day, the nation has evolved through various stages of development. The early years were marked by exploration and settlement, followed by a period of rapid expansion and industrialization. The American Revolution and the Civil War were pivotal moments in the nation's history, shaping its identity and values. The 20th century brought significant social and political changes, including the rise of the American Dream and the challenges of the Cold War.

The United States has a rich and diverse cultural heritage. The contributions of immigrants from various parts of the world have shaped the nation's identity. The American Dream, the belief that anyone can achieve success through hard work and determination, is a central theme in the nation's history. The country has also been a leader in the fields of science, technology, and the arts, contributing to the global community in many ways.

The history of the United States is a story of resilience and innovation. The nation has overcome many challenges, from natural disasters to economic crises. The American spirit of freedom and democracy has been a source of inspiration for people around the world. The country has also been a pioneer in space exploration and environmental protection, showing its commitment to progress and the well-being of the planet.

The United States is a country of many faces, with a diverse population and a rich cultural heritage. The history of the nation is a testament to the power of the American Dream and the values of freedom, democracy, and innovation. The story of the United States is a story of hope and possibility, a story that continues to inspire and shape the world today.

Page 1

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The history of the United States is a story of growth and change. From the first settlers to the present day, the nation has evolved through various stages of development. The early years were marked by exploration and settlement, followed by a period of rapid expansion and industrialization. The American Revolution and the Civil War were pivotal moments in the nation's history, shaping its identity and values. The 20th century brought significant social and political changes, including the rise of the American Dream and the challenges of the Cold War.

8/30/38

Four members of the WOR-Mutual organization will serve as guest lecturers along with other prominent radio figures representing the major networks when the classes begin on September 28th.

Representing WOR-Mutual will be Julius Seebach, Program Director; George W. Johnstone, Director of Public Relations and Special Features; John S. Hayes, Assistant Production Manager and Bert Greene, Secretary to Alfred J. McCosker, President of WOR and Chairman of the Board of the Mutual Broadcasting System.

The course, conducted by Dr. Seymour N. Siegal, is designed as a practical training ground to prepare young men and women for constructive work in the radio broadcasting industry. Each of the nineteen scheduled guest lecturers is a thorough expert in his branch of the field, and all necessary steps in radio program building, production, publicizing and presentation are to be outlined and analyzed, including technical operation as well as audience reaction.

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1. The first part of the report is devoted to a general survey of the situation in the country. It is a very interesting and informative study of the country's development and progress.

2. The second part of the report is devoted to a detailed study of the country's economic situation. It is a very thorough and comprehensive study of the country's economic development and progress.

3. The third part of the report is devoted to a detailed study of the country's social situation. It is a very thorough and comprehensive study of the country's social development and progress.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**

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1913

## FCC TURNS ATTENTION TO LOW-POWER GADGETS

The Federal Communications Commission this week proposed to begin regulation of numerous low-power devices using radio frequencies to forestall their encroachment as interference in the field of radio reception.

An informal conference of radio manufacturers was scheduled by FCC Chief Engineer E. K. Jett for 10 o'clock, September 19th in the Commission offices.

Tentative regulations, which would limit the power of the increasing radio gadgets - such as remote control devices, electric eyes, etc., - to one billionth of a watt power, have been drafted by the Engineering Department and submitted to manufacturers for criticism.

Information has reached the FCC that manufacturers are preparing to pour many new radio devices on the market this Fall, and engineers are afraid that they may get out of bounds and become a nuisance to radio listeners.

So far the radio gadgets have not caused any serious trouble, it was said, although they are increasing in number and variety. Among the latest are push buttons which enable a listener to tune his receiver via radio frequencies.

Others open garage doors and perform many household services as if by magic.

Commission engineers have been conducting experiments on many of the devices for the past few weeks and have found that some of them definitely cause interference with radio reception because of their power. Some of these gadgets are not yet on the market, it was said.

In the proposed new regulations, the Engineering Department has prepared a technical formula which will limit the field which could be covered by such apparatus, and it is for the purpose of determining the lowest power that these devices can be used and still be put on the market to meet the public demand that the Commission decided to bring in the manufacturers.

Generally speaking, at this time it is intended to limit the radio emission to one-billionth of a watt, which is below the emission of the electric light socket when turned on or off and which makes an audible click in the home receiver. The effective distance of the radio wave would be approximately 100 feet. The limitation proposed, it was said, also would permit the apparatus

1941

1. The first part of the report deals with the general situation in the country. It is a very interesting and informative study of the country's development since 1930. The author has done a great deal of research and has gathered a wealth of material. The report is well written and is a valuable contribution to the study of the country's history and development.

2. The second part of the report deals with the economic situation. It is a very detailed and thorough study of the country's economy. The author has done a great deal of research and has gathered a wealth of material. The report is well written and is a valuable contribution to the study of the country's economy.

3. The third part of the report deals with the social situation. It is a very detailed and thorough study of the country's social conditions. The author has done a great deal of research and has gathered a wealth of material. The report is well written and is a valuable contribution to the study of the country's social conditions.

4. The fourth part of the report deals with the political situation. It is a very detailed and thorough study of the country's political conditions. The author has done a great deal of research and has gathered a wealth of material. The report is well written and is a valuable contribution to the study of the country's political conditions.

5. The fifth part of the report deals with the cultural situation. It is a very detailed and thorough study of the country's cultural conditions. The author has done a great deal of research and has gathered a wealth of material. The report is well written and is a valuable contribution to the study of the country's cultural conditions.

6. The sixth part of the report deals with the military situation. It is a very detailed and thorough study of the country's military conditions. The author has done a great deal of research and has gathered a wealth of material. The report is well written and is a valuable contribution to the study of the country's military conditions.

7. The seventh part of the report deals with the foreign relations situation. It is a very detailed and thorough study of the country's foreign relations. The author has done a great deal of research and has gathered a wealth of material. The report is well written and is a valuable contribution to the study of the country's foreign relations.

8. The eighth part of the report deals with the future of the country. It is a very detailed and thorough study of the country's future. The author has done a great deal of research and has gathered a wealth of material. The report is well written and is a valuable contribution to the study of the country's future.

9/2/38

to emit waves slightly above the noise levels in metropolitan centers, such noises being caused by electrical apparatus in ordinary daily use such as elevators, automobile ignition systems, electrical therapeutic apparatus, etc., but below which the apparatus would not be effective.

Under the terms of the proposed rules any apparatus which uses a signal greater than that proposed, approximately one-billionth of a watt for a distance of 100 feet, would have to have a license for operation.

Bond Geddes, Executive Vice President of the Radio Manufacturers' Association, has notified all RMA members of the forthcoming FCC conference. W.R.G. Baker, of the RMA Engineer Department and General Electric Co., Bridgeport, will name a committee to participate in the proceedings.

The proposed rules of the FCC engineers read, in part, as follows:

"Pending the acquiring of more complete information regarding the character and effects of the radiation involved, the terms 'radio communication' or 'communication by radio', and 'apparatus for the transmission of energy or communications or signals by radio' as used in Sections 3 and 301 of the Communications Act of 1934, as amended, are considered not to extend to or include apparatus which generates a radio frequency field and utilizes only a small part of this field in the functioning of the apparatus, provided:

- "(1) That such apparatus shall be operated with the minimum power possible to accomplish the desired purpose.
- "(2) That the best engineering principles shall be utilized in the generation of radio frequency currents so as to guard against interference to established radio services, particularly on the fundamental and harmonic frequencies.
- "(3) That the apparatus shall conform to such engineering standards as may from time to time be promulgated by the Commission.

"For the purpose of facilitating compliance with said conditions, the Commission will inspect and test any such apparatus submitted to it, and on the basis of such inspection and test, formulate and publish findings as to whether or not such apparatus does or does not comply with said conditions.

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1. The first step is to identify the problem or question that needs to be answered. This involves understanding the context and the specific requirements of the task.

1. The first step is to identify the problem or question that needs to be answered. This involves understanding the context and the specific requirements of the task.

1. The first step in the process of the development of a new product is the identification of a market need. This is often done through market research, which can be conducted in a variety of ways, including surveys, focus groups, and interviews. The goal is to understand what customers want and need, and to identify any gaps in the current market.

## CONGRESSIONAL PROBE OF ASCAP ASKED BY NAB

The National Association of Broadcasters this week renewed its battle with the American Society of Composers, Authors and Publishers as Neville Miller, President of the trade association urged the Federal Monopoly Committee to investigate the entire music copyright controversy.

Addressing his letter to Senator O'Mahoney (D.), of Wyoming, Chairman of the Committee, Mr. Miller said:

"The radio industry urges that your Committee extend its aid to the thousands of citizens of the United States who at present are helpless because of operations by a monopolistic copyright pool. The art of creating new music has been stifled. The incentive of all but a few of our citizens to exercise their artistic and creative ability has been destroyed. The control over the development of the new music of the nation has become vested in the hands of a self-perpetuating monopolistic group. This group is represented by the American Society of Composers, Authors and Publishers.

"The attached factual statement is supported by the records. Stripped of camouflage, the facts establish the truth of the foregoing and demonstrate the vicious results achieved. The radio industry is the largest user of music in the United States. It is seriously concerned over the impediments to the development of new music as well as over the ever increasing monetary demands of the 'pool'. Many recriminations have been hurled at the industry because of its efforts to combat the increasing power of the combine whose officials repeatedly have announced their intention of enforcing reprisals against the industry in the form of drastically increased license rates. Yet in the face of these threats, the industry believes it is charged with a duty in the public interest, convenience and necessity to lend its aid in exposing practices which deprive the great mass of our citizens of rights accorded them by existing laws. As in the case of every monopoly prosecuted by the United States under the anti-trust laws, many excuses in defense of their practices have been advanced as reasons why the monopoly should be continued, even though the Congress has decreed monopoly by combination to be illegal. Assistant Attorney General Thurman Arnold, now in charge of the Anti-Trust Division of the Department of Justice, stated in a public announcement August 1st that

"The Sherman Act is not a method of directing or planning the future; instead, it is a means of keeping a competitive situation open so that those who can offer services at less cost are not impeded by agreements, boycotts, black-lists, expulsions from societies or organized activities of any character. The economic conditions are



surveyed not with an idea of planning a solution, but with the idea of keeping the situation free from restraint.'

"This declaration by Mr. Arnold represents a restatement of the law repeatedly expressed by the Supreme Court in anti-trust decisions and it is our belief that it should be enforced unqualifiedly without discrimination or mental reservation. The National Association of Broadcasters will be happy to cooperate with your Committee, to the end that the creative genius of the masses may be stimulated by the return of the right to display their talents in a market freed from restraints created by a price-fixing pool and their works made available to the public."

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#### U.S. RADIOS PROVE POPULAR IN INDIA

With the opening of the remodeled Calcutta radio station, more interest is being shown in this section (Calcutta) than ever before, according to a report to the Department of Commerce from the American Trade Commissioner at Calcutta.

Although dealers report that this is definitely a bad period for radio sales, yet inquiries are more prevalent than they have been for some time. They are building up a prospect file which will, no doubt, result in increased sales during the coming cool weather months, the report states.

Dealers also state that American radios are very popular, but place a lot of emphasis on the fact that American manufacturers are still trying to sell receiving sets in India without the proper wave length. With the completion of the All-India radio program, some time next year, sets with the ordinary broadcast band will be useless, they declare. They urge American manufacturers to offer only those sets on the India market having a range of from 13 to 556 meters, except those of short wave length for the short wave fans.

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Great Britain has organized a volunteer civilian wireless reserve corps to work with the Royal Air Force "in case of emergency". Sir Kingsley Wood, Secretary of State for Air, said that short wave amateurs throughout the country would be trained by the Air Ministry and later incorporated into the R.A.F. volunteer reserve.

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London, 11th July 1941

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1. The first group of people who are interested in the study of the history of the world are the historians. They are people who are interested in the past and who want to know what happened in the world. They study the past in order to learn from it and to understand the present.

1. *Chlorophyll a* and *Chlorophyll b* were determined by the method of Arar and Collins (1971) using a Shimadzu 1601 UV-Visible Spectrophotometer. The concentration of chlorophylls was expressed in  $\mu\text{g mL}^{-1}$ .

1921



9/2/38

## NBC TELEVISION SHOWS OPENED TO PUBLIC

Regularly conducted tours for the public of "behind-the-scenes" television were inaugurated by the National Broadcasting Company at Radio City this week.

The tours give visitors an opportunity not only to view real telecasts, but to participate in television demonstrations themselves during their visit to the studio. Each group appears before the camera for the party following, which sees the first group on receivers in an adjoining room.

The exhibit includes a complete television studio. This is a self-contained unit, entirely separate from the one now in use for the current experimental telecasts by NBC-RCA over Station W2XBS atop the Empire State Tower; an explanation of the fundamentals of television is provided, together with an opportunity to examine the apparatus at close range. Television reception is shown on RCA experimental receivers, and there is a display of miniature settings, backgrounds and special visual effects used in television.

As with the NBC Studio Tours, which attracted nearly 3,000,000 visitors since their inauguration four and a half years ago, there will be an admission charge for the television exhibit.

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## NuTONE CHIMES SIGNS FTC STIPULATION

Misrepresentation of a device advertised as being capable of improving radio reception will be discontinued by NuTone Chimes, Inc., 317 Sycamore St., Cincinnati, under a stipulation it has entered into with the Federal Trade Commission.

The respondent company will cease advertising that the device, designated Tune-A-Tube, will make old radios work like new; restore life to a radio having a poor, distorted tone; increase in any degree the reception range or volume of any set, or improve the reception of a radio beyond eliminating some of the interference caused by broadcasting stations.

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1. The purpose of this document is to provide information regarding the activities of the [redacted] in the [redacted] area.

2. The [redacted] has been observed in the [redacted] area, and it is believed that it is engaged in [redacted] activities.

3. The [redacted] has been observed in the [redacted] area, and it is believed that it is engaged in [redacted] activities.

4. The [redacted] has been observed in the [redacted] area, and it is believed that it is engaged in [redacted] activities.

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5. The [redacted] has been observed in the [redacted] area, and it is believed that it is engaged in [redacted] activities.

6. The [redacted] has been observed in the [redacted] area, and it is believed that it is engaged in [redacted] activities.

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## FCC STUDY OF SHIP RADIO PROGRESSES SLOWLY

The Federal Communications Commission's study of the problem of equipping ships operating on inland waterways with wireless probably will not reach the Chesapeake Bay areas until the first of the year, according to Commissioner Thad A. Brown, who is conducting the investigation on behalf of the Commission.

Commissioner Brown has just returned to Washington from the Great Lakes area where he has been conducting hearings for several weeks at Cleveland, Ohio, and Detroit, Mich. However, he said that it was impossible to complete the taking of testimony there at this time, as enough masters and mates of the ships operating on the lakes were not available. The hearings will be resumed in that area in November, after shipping has been tied up for the Winter.

Generally speaking, the operators of ships which have wireless favor it and the majority, it was indicated, are in favor of the code instead of the telephone. Passenger ships operating on the lakes are required to have wireless under the law, but it is the only inland waterway on which passenger ships have to be so equipped. The inquiry there at this time concerned particularly a study of the need on freight ships and yachts.

The present ship wireless inquiry is a fact-finding one and is being made in conformity with a resolution of Congress which has directed that the report and recommendations be made to Congress by January, 1940.

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## FORESTRY STATIONS NOW IN EMERGENCY SERVICE

The Federal Communications Commission this week amended Paragraph 3 of Order No. 28 by including forestry stations in the emergency service, the paragraph as amended to read as follows:

- "(3) That a Commissioner, to be selected and appointed by subsequent order or orders of the Commission, is hereby authorized to hear and determine, order, certify, report or otherwise act upon all applications for aeronautical, aircraft, geophysical, motion picture, airport, aeronautical point to point, municipal and state police, forestry, marine relay, marine fire, and emergency and special emergency radio facilities."

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## NAB CLASHES WITH MOVIES ON PUBLICITY

Organized broadcasters and the motion picture industry crossed horns this week in an exchange over advertising.

Ed Kirby, NAB Public Relations Director, in a letter to Howard Dietz, Metro-Goldwyn Mayer official and Chairman of the "Movies Are Your Best Entertainment Campaign", complained against the restriction of the advertising campaign to newspapers.

The Kirby letter, which follows, in part, carried a threat of a ban in future free radio publicity for film stars.

"We do not seek to divert one penny of your present appropriation, but what we do attempt, frankly, is to clarify the confused thinking of your committee in its appraisal of the radio medium", the letter said.

"The radio industry has never taken the position that the motion picture industry should ever spend a dollar in radio at the expense of a dollar pulled out of a newspaper appropriation. We have observed that motion picture promotion especially requires newspaper art and notice and permanence of display for playing dates and location.

"We have likewise been of the opinion that radio brings a new dimension and a new characteristic to motion picture exploitation and we have felt too, that radio in many areas was reaching new audiences for motion picture theatres, was developing new tastes through new approaches possible only through radio. We have felt that such new and additional contributions to motion picture merchandising were deserving of some economic return, the same way in which the newspapers justly charge for and earn a fair return for the services they render in the visual field.

"Even though your statement fails to reflect such an evaluation of radio's effectiveness, the vigorous activity on the part of producers and exploitation men to secure plugs for stars, stories, and songs indicate very clearly indeed that radio offers a new and important value in the exploitation of motion pictures and motion picture personalities. In fact, the record of the past few years will indicate, we believe, that motion picture people have been more alert to the promotional value of radio than have broadcasters themselves. Otherwise it is to be doubted if broadcasters would have permitted many of the indulgent Hollywood exploitations to have come through their transmitters, without cost and with little restriction."

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## BRITISH PLAN SECOND TELEVISION STATION

The British Broadcasting Corporation is getting ready to open a second British television station with a coaxial cable connection between London and Birmingham, where the station is to be built.

The new station will be strategically located so as to serve millions of potential listeners in the British "Midlands", as the station in Alexandra Palace, London, has been for the millions of London residents.

Extensions of the cables to Manchester and Newcastle, two other key British cities, are also being prepared, the BBC reports.

A move is also on foot to supply television equipment to British motion-picture houses so that they may show spot news events as they occur, it is also reported. Such a suggestion has been made by Mark Ostrer, Chairman of the Gaumont-British Picture Corporation, leading British motion-picture producer.

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## MARINERS APPRECIATE U.S. RADIO WARNINGS

America's hordes of small craft mariners, as well as larger vessels, are using the U.S. Lighthouse Service's new radio broadcasts and are finding them invaluable, according to the U.S. Department of Commerce, which comments:

"Early in 1937 the Lighthouse Service utilized an existing radiophone station at Sault Ste. Marie Lighthouse Depot, Mich., for the broadcasting of urgent notices to Mariners. Through cooperation of the United States Weather Bureau and United States Hydrographic Office there was included in each broadcast weather forecast and hydrographic information.

"This service was later extended to other lake stations and to coastal stations. The United States Coast Guard and United States Lighthouse Service arranged in April 1938 to coordinate broadcasts from stations of both services, and now considerable parts of the Great Lakes, the Atlantic, Gulf, and Pacific coasts are served by regular twice daily radiophone broadcasts of marine information which can be received by any marine craft with a simple radio receiver. Broadcasts are made in plain language, on 2662 kc. in all areas except the Great Lakes, where they are made on 2572 kc. Except on the Great Lakes, special advisory storm warnings are broadcast every 2 hours, when issued,

"The service was originally intended chiefly to serve the many small marine craft not equipped with radiotelegraph apparatus or operators, and vessels which depended upon radiophone rather than radiotelegraph communication, but reports from users have indicated considerable use by other vessels as well, because of the convenience to the navigator of using the direct radiophone announcements."

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1. The purpose of this document is to provide information regarding the activities of the [redacted] group, which is active in the [redacted] area. The group is known for its [redacted] activities and has been identified as a threat to the [redacted] of the [redacted] government.

2. The group is composed of [redacted] individuals who are active in the [redacted] area. The group has been identified as a threat to the [redacted] of the [redacted] government.

3. The group is known for its [redacted] activities and has been identified as a threat to the [redacted] of the [redacted] government.

4. The group is known for its [redacted] activities and has been identified as a threat to the [redacted] of the [redacted] government.

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15. The group is known for its [redacted] activities and has been identified as a threat to the [redacted] of the [redacted] government.

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::: TRADE NOTES :::  
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Donald Flamm, President of WMCA, New York, has announced the appointment of Lee Grant as Musical Director. Mr. Grant directed radio's only three-hour commercial variety show, "Grandstand and Bandstand".

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After four weeks of exhaustive tests, under the supervision of E. K. Cohan, CBS Director of Engineering, the new 50,000-watt KNX transmitter at Torrance, Calif., will be officially placed in operation on Friday, September 16th. The celebration is to take the form of an 800-place dinner in the Torrance Civic Auditorium featuring entertainment by CBS stars. The affair will be broadcast over the KNX-Columbia Pacific Coast network. Extensive field tests during the last month have shown the signal intensity of the new transmitter to exceed by several percent the specifications laid down for it last year.

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The monthly index of general advertising activity in July in Printers Ink, out this week, registered a drop of 18.4 percent below the like month of 1937. The index was off 2.6 percent from June. All five components of the index were below a year ago. The index of outdoor advertising was off 9.8 percent in July from a year ago and 2.5 percent under June.

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U.S. patents for a long distance ultra-short wave communicating system, which through further research may produce a simplified method of network interconnection of television stations, have been issued to Dr. Vladimar K. Zworykin, noted engineer, and assigned to the Radio Corporation of America.

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A. L. Schapiro, counsel for the trustee in bankruptcy of the Grigsby-Grunow Co., former manufacturer of radios and refrigerators has announced that settlement of Government tax claims last week has opened the way for further payments to bondholders and creditors of the bankrupt firm. Bondholders have received so far 40 cents on the dollar and general creditors have received 25 cents. In addition to certain real estate still to be liquidated, some \$900,000 will remain for bondholders and general creditors after settling the tax claims. Mr. Schapiro stated that the real estate was worth about \$750,000.

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TO: SAC, NEW YORK  
FROM: SAC, NEW YORK  
SUBJECT: [illegible]

RE: [illegible]

[illegible text block]

[illegible text block]

[illegible text block]

[illegible text block]

SECRET



## BROADCASTING ABROAD - EGYPT

Up to May 31, 1934, broadcasting in Egypt was conducted by 21 unofficial private stations in Cairo, Alexandria, Port Said, and in the provinces, which operated intermittently as advertising media, the majority of their programs were made up of Arabic and European phonograph records. The quality of the transmission was poor and there was no publication of programs in the local press. All of these stations were closed on May 31, 1934, to make way for Egyptian State Broadcasting.

Egyptian State Broadcasting, through the Marconi Wireless Telegraph Company, Ltd., of London, now operates all broadcasting. The Marconi Company has a 10-year monopolistic concession, to operate as agents for the Egyptian Government, receiving 60 percent of the listener's license fees. The main studios are in Cairo in a specially constructed building.

Egyptian State Broadcasting is modelled after British Broadcasting Corporation. There is no advertising, and private broadcasting is not permitted. The construction of a new station of 100,000 watts has been authorized and will be completed by the Government within about 2 years. Subsequently it is expected there will be a short-wave station.

Two simultaneous programs in Arabic and European languages are broadcast daily. Hours vary with time of year but are usually from 7 A.M. to 11:30 P.M. (Egyptian Time), with intervals morning and afternoon.

Programs are general, with considerable emphasis on spoken features in Arabic. There is general complaint, listeners demanding a larger proportion of music.

The Egyptian State Broadcasting has its own library which is composed of a substantial number of classical and dance music records. They buy periodically new records and also receive on loan from various local phonograph distributors the latest dance features which secure some advertisement since the title, number and make of each record is broadcast.

A limited number of transcriptions, chiefly from American sources, are also purchased by the Egyptian State Broadcasting from time to time, though the prices of American transcriptions are rather high, hence the extensive use of phonograph records.

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DUE TO THE LABOR DAY HOLIDAY AND THE FACT THAT THE GOVERNMENT OFFICES WILL BE CLOSED, THERE WILL BE NO ISSUE OF THIS SERVICE ON TUESDAY, SEPTEMBER 6TH.

R. D. HEINL

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**

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No. 1156





## LATEST BRITISH TELEVISION EQUIPMENT EXHIBITED

For a large portion of the visitors at the Radiolympia, London's annual radio exhibition, which has just closed, were the season's new television receivers.

A description of some of the outstanding models was carried in the current issue of World-Radio, organ of the British Broadcasting Corporation.

"A feature of the 1938/9 television equipment is the variety of forms in which it can be obtained. There are, for example, very compact table models, not very much larger than ordinary broadcast receivers--instruments standing about two feet in height--yet giving a full 10 in. by 8 in. picture and also incorporating an efficient all-wave broadcast receiver. Others, yielding an 8 in. by 6 in. picture, but without a broadcast receiver, are still more compact, and there are yet smaller "vision units" which can be plugged into any ordinary A.C. mains broadcast set, when they will reproduce the picture portion of the television programme and also the sound accompaniment, which is heard through the medium of the speaker in the radio set.

"The next class consists of the console models which, as their name implies, are more massive instruments, mounted in floor cabinets standing some four feet or more in height. They, also, are available both with and without all-wave broadcast receivers."

"Then come the television-radio-gramophone models--truly universal home entertainers--comprising a television equipment, usually giving a 10in. by 8 in. picture, an all-wave broadcast receiver, and an electrically-driven turntable with pick-up for the reproduction of gramophone records. Apparatus in this class is obtainable at prices in the region of £75.

"The aristocrats of the television equipments are those termed "projection models" in which the actual image is produced in a comparatively small cathode-ray tube, and is projected on to a viewing screen giving a large picture size. One model, at least, has alternative screens so that pictures either 18 in. by 15 in. or 24 in. by 19in. can be obtained. Instruments of this class also incorporate an all-wave, high-fidelity broadcast receiver, and in some models this also includes push-button tuning and wave-change switching.



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"Turning now to the more technical details of the sets, it should be stated that, with one exception, the television receivers to be shown employ cathode-ray tubes for generating the image. The exception is an example of a receiver using the mechanico-optical system.

"This instrument incorporates a number of interesting features which make possible reproduction of the picture on a 24 in. by 20 in. screen without employing high voltages. Among these features is a method of light focussing with cylindrical lenses which permits the use of a very small scanning system; a paraffin cell and quartz crystal to control the beam; and a high intensity of illumination.

"In the cathode-ray equipments, three methods of viewing are available. In many receivers the picture is viewed on the screen of the cathode-ray tube direct, the tube being mounted in the cabinet horizontally, that is, with the screen vertical. This arrangement is the most convenient for the table and the smaller floor models.

"The second arrangement, known as "indirect" viewing, is that in which the cathode-ray tube is mounted vertically, with the screen end pointing upwards. The picture is then viewed in a mirror fitted inside the lid of the cabinet, which is partly raised so that the mirror is at an angle of 45 degrees during television reception.

"The third method of viewing the picture is by projection, of which brief mention has already been made. Here, the cathode-ray tube is of miniature dimensions, but by the use of very high operating voltages the fine image is of extreme brilliance. A system of lenses, or of mirrors and lenses, projects the picture on to the back of a large translucent viewing screen and owing to the high intrinsic brilliance of the original image, a very great degree of enlargement can be obtained without reducing the brightness of the picture below a comfortable normal level.

"Considerable progress has obviously been made towards simplification of controls. The variables in a television set, omitting any broadcast or gramophone sections which may be included in the equipment, are the tuning, picture brightness, contrast or "light and shade," the positioning and proportions of the picture, and the synchronising and control of the scanning arrangements. Early forms of television receivers contained provision for individual adjustment of all these variables, at least, and the panel was almost alarmingly equipped with control knobs.

1-1-1919

Dear Sir,

I have the honor to acknowledge the receipt of your letter of the 28th inst. in relation to the above matter.

I am sorry to hear that you are having trouble with your eyes. I hope you will be able to get them fixed soon.

I am, Sir, very respectfully,  
Yours,  
J. H. [Name]

9/10/38

"Last year saw a substantial measure of simplification, and this year the number of visible controls in most models is further reduced. Improved methods of controlling the beam and its movement within the cathode-ray tube--resulting, in part, from advances in the design of the tubes themselves and to the more general adoption of magnetic methods of deflection, and other circuit improvements--have rendered it unnecessary for viewers to make many of these adjustments, and it has therefore, been possible to make many of the controls either pre-set or semi-variable, and to relegate them either to the back of the set or even to positions inside the cabinet, since usually they can be adjusted once and for all by the installing engineer when the set is originally put into service.

"As a result, the majority of the television receivers to be seen at Radiolympia have only three main controls, and some have only two. These generally provide adjustment of tuning occasional adjustment of brightness and contrast. Operation is, therefore, an extremely easy matter. It is necessary merely to switch on the set, and to make any necessary small adjustment of the tuning by turning the tuning knob until the sound accompaniment is heard at its best, and thereafter to set the sound volume control at the most enjoyable level. Brightness and contrast controls, where provided, are merely used occasionally to give a picture quality which best suits the programme item being received or the individual preference of the viewer.

"In some sets the vision tuning is accurately pre-set, and the sensitivity of the receiver can also be pre-set to suit the reception conditions prevailing in the locality where the set is used, so that the local field strength and the characteristics of the aerial can be taken into consideration. Provision is also made, in some equipments, for a simple modification of the receiver to permit television to be received in districts well beyond what is considered the normal "service area" of the television transmitter.

"Individual manufacturers also claim improvements in detailed design which greatly enhance the performance of their receivers. Advance in the design and manufacture of cathode-ray tubes and better ray control have resulted in a higher standard of picture brightness and detail. The various causes of picture distortion, such as those which result in the picture appearing to be produced on a surface curved like a pin-cushion, can now be avoided, while absolute steadiness of the picture and freedom from horizontal lines across the image have also been achieved. Another point to which careful attention has been given is the angle of vision, and it is now possible to view the picture anywhere within an angle of 120 degrees with experiencing distortion.

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9/10/38

## FCC DELAYS MONOPOLY HEARING ANNOUNCEMENT

While the broadcasting industry prepared for a long-hearlded investigation of the charges of monopoly hurled against chain networks and others, the Federal Communications Commission this week delayed announcing a date for the hearings to begin.

Broadcasting circles had expected 30-day notices of the hearing to be sent out shortly after the return of Chairman Frank R. McNinch, but no action was taken this week and no official explanation was given for the delay.

Indications were the inquiry will not start before mid-October and may be later. Some announcement is expected next week by the FCC.

William j. Dempsey, special counsel for the probe, flew to New York over the week-end.

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## NBC BILLINGS SET NEW HIGH IN AUGUST

Billings of the National Broadcasting Company for August rose 5.6 per cent over the same period a year ago to \$2,941,099, and all-time high for the month. August billings in 1937 were \$2,784,977. It was the ninth successive month that NBC gross revenue has exceeded that for the corresponding period of the previous year.

Cumulative billings for the first eight months of 1938 totalled \$26,923,483, up 5.8 per cent over the \$25,440,534 total for the same period of 1937.

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## SEARS, ROEBUCK DROPS "ALL-WAVE" CLAIMS

Sears, Roebuck & Co., Chicago, has entered into stipulations with the Federal Trade Commission to discontinue misleading representations in the sale of certain of its products, namely, radios and food tablets.

The respondent company, under one stipulation, will cease advertising radio receiving sets by use of the words "All Wave" or "All Wave Reception", either alone or in connection with other words when they refer to sets incapable of reception over the entire meter range covering all broadcast transmissions.

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## FCC DEMANDS TOLERANCE IN CHURCH BROADCASTS

Enunciating a policy of religious freedom on the air, the Federal Communications Commission this week refused to grant an application to the Young People's Association for the Propagation of the Gospel, of Philadelphia.

The applicant has asked for 1220 kc. with 1 kw. power, unlimited time.

"The facilities of the station are to be used primarily for the dissemination of religious programs to advance the fundamentalist interpretation of the Bible, "the FCC report stated. "The applicant stated, however, that in connection with religious broadcasts the station's facilities would be extended only to those whose tenets and beliefs in the interpretation of the Bible coincide with those of the applicant. On the other hand, no restriction is placed on the use of the station's time by those not having the same beliefs as the applicant when the program to be broadcast is devoted to civic and charitable purposes.

"Where the facilities of a station are devoted primarily to one purpose and the station serves as a mouthpiece for a definite group or organization it cannot be said to be serving the general public. That being the case, if one group or organization is entitled to a station facility for the dissemination of its principles, then other associations of equal magnitude would be entitled to station licenses on the same grounds. Obviously, there are not a sufficient number of broadcasting channels to give each group a station license. The Commission has accordingly consider that the interests of the listening public are paramount to the interests of the individual applicant in determining whether public interest would best be served by granting an application. This principle, enunciated by the Commission, was upheld by the United States Court of Appeals for the District of Columbia in the case of Chicago Federation of Labor v. Federal Radio Commission.

"Again, where the applicant, as in the instant case, seeks to extend the use of the station's facilities for religious purposes only to those whose religious beliefs are in accord with those of the applicant, the Commission has heretofore held, as in the Wilbur Glenn Voliva decision (Station WCBF, Docket No. 4901), that:

"There is no room for the operation of broadcasting stations exclusively by, or in the private interests of, individuals or groups so far as the nature of the programs are concerned. There is not room in the broadcast band for every school of thought, religious, political, social and economic, each to have its separate broadcasting station, its mouthpiece in the ether. If franchises are extended to some, it gives

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them an unfair advantage over others and results in a corresponding cutting down of general public service stations. It favors the interests and desires of a portion of the listening public at the expense of the rest. Propaganda stations (a term which is here used for the sake of convenience and not in a derogatory sense) are not consistent with the most beneficial sort of discussion of public questions. As a general rule, postulated on the laws of nature as well as on the standard of public interest, convenience of necessity, particular doctrines, creeds and beliefs must find their way into the market of ideas by the existing public service stations, and if they are of sufficient importance to the listening public the microphone will undoubtedly be available. If it is not, a well-founded complaint will receive the careful consideration of the Commission in its future action with reference to the station complained of.

"The contention may be made that propaganda stations are as well able as other stations to accompany their messages with entertainment and other program features of interest to the public. Even if this were true, the fact remains that the station is used for what is essentially a private purpose for a substantial portion of the time and, in addition, is constantly subject to the very human temptation not to be fair to opposing schools of thought and their representatives."

The United States Court of Appeals for the District of Columbia supported the Commission in the above contention when, KFKB Broadcasting Association v. Federal Radio Commission, the court stated that:

"When Congress provided that the question whether a license should be issued or renewed should be dependent upon a finding of public interest, convenience or necessity, it very evidently had in mind that broadcasting should not be a mere adjunct of a particular business but should be of a public character. Obviously, there is no room in the broadcast band for every business or school of thought."

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CBS AUGUST BILLINGS TOTAL \$1,423,865

Gross time sales on the Columbia Network for August, 1937, totaled \$1,423,865, up 4.1% over July, and represented the second best August in CBS history. This record was topped only by August, 1937, when sales of \$1,955,280 soared 58.6% over the same month of the previous year. Cumulative total for the first eight months of '38 rose to \$18,373,777, compared with \$18,746,957 a year ago.

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9/10/38

## FCC DELAYS MONOPOLY HEARING ANNOUNCEMENT

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William J. Dempsey, Special Counsel for the probe, flew to New York over the week-end.

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## PURCHASE OF WFAB BY DEBS FUND APPROVED

The Federal Communications Commission this week approved the purchase of Station WFAB, New York City, by the Debs Memorial Radio Fund, Inc., which operates WEVD. The price is \$85,000.

Station WFAB, which has been sharing time with WEVD, WHAZ, Troy, N. Y., and WBBR, Brooklyn, on 1300 kc., will be taken off the air and its operating time absorbed by WEVD.

The original cost of WFAB, according to the FCC report was \$68,616.05. The net worth of the Debs Memorial Fund, it stated, is approximately \$183,678.22. It had a profit last year of \$17,433.89 from the operation of WEVD.

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## FCC AMENDS RULE ON EMERGENCY SERVICE

The Federal Communications Commission this week amended Section 111.10 of the Emergency Service Rules to include the following provision:

"A blanket application may be submitted by a single applicant for a license or modification of license, covering both the fixed transmitter and mobile or portable mobile transmitters used in a single coordinated communication system."

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8752 • J. Neurosci., September 24, 2008 • 28(39):8747–8754

1. *Chlorophyll a* and *Chlorophyll b* were determined by the method of Lichtenthal and Whistler (1973). The *Chlorophyll a* and *Chlorophyll b* contents were expressed as  $\mu\text{g g}^{-1}$  of dry weight.

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## NBC OFFICIALS, EDITOR TO LECTURE ON RADIO

Three officials of the National Broadcasting Company, Orrin E. Dunlap, Jr., Radio Editor of the New York Times, and other experts on broadcasting will lecture at the College of the City of New York this Fall in connection with a course in "Radio Broadcasting: Theory and Practice".

The new course will be conducted by Seymour N. Spiegel, Program Director of the Municipal Broadcasting System. It is designed to equip students for careers in radio, and the NBC men chosen work daily at highly strategic jobs in the preparation and presentation of broadcasts.

The first to be heard will be J. Harrison Hartley, Assistant Director of Special Events. This division at NBC is responsible for on-the-spot radio reports of events attracting public attention in politics, sports, aviation, and other occasions of news interest. The next NBC speaker will be Stockton Helffrich, who is Assistant Manager of the Script Division, which is responsible for every written word which is prepared for the NBC networks. The third lecturer from NBC represents that phase of broadcasting which is most familiar to the public, announcing.

Among others to be heard during the course will be Homer Fickett, Director of the March of Time program; Felix Greene, U. S. representative of the British Broadcasting Corporation; Dr. Herman Hettinger, Professor of Merchandising, Wharton School, University of Pennsylvania, and Dr. Clyde Miller of Columbia University, Secretary of the Institute for Propaganda Analysis.

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## MUTUAL BILLINGS UP 22% THIS YEAR

A. 22.7 percent increase in time billings for the first eight months of 1938 is reported for the Mutual Broadcasting System in comparison with the same period in 1937.

Total billings for this period in 1938 were \$1,673,913.08. For the first eight months in 1937 they were \$1,363,707.21. Total billings for last August were \$164,625.80. For the same month in 1937 they were \$96,629.27.

The percentage of increase for August, 1938, over the same period in 1937 is 70.4 percent. July, 1938 billings totalled \$167,108.

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9/10/38

## POLITICS, PROPAGANDA RULED OUT OF U.S. STUDIO

Politics and propaganda are taboo in the new Interior Department broadcasting studios recently opened.

Shannon Allen, a former NBC announcer, who is in charge of the studio, has announced rules that are intended to keep the broadcasts free of criticism. The programs, most of which are sponsored by the U. S. Office of Education, are intended to be educational in character.

The studio, which cost \$100,000, has no Government-owned transmitter, but can be hooked up to commercial stations and networks.

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## WIFE OF EX-COMMISSIONER LAFOUNT DIES

Mrs. Alma Robinson Lafount, wife of former Radio Commissioner Harold A. Lafount died Thursday at the Washington Sanitarium.

Born at Montpelier, Idaho, 54 years ago, Mrs. Lafount was graduated from the Utah State Agricultural College at Logan, Utah. For many years she lived at Salt Lake City where she was active in various auxiliary organizations of the Church of Jesus Christ of Latter Day Saints. She was also active in behalf of the Children's Hospital of that city.

Mr. Lafount is now associated with the Bulova radio organization which is building a chain in New England and on the Atlantic Seaboard.

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## TWO NEW STATIONS AUTHORIZED; SIX ARE DENIED

Continuing its task of clearing up an accumulated Summer docket, the Federal Communications Commission this week granted construction permits for establishment of two new broadcasting stations and denied a half-dozen other applications for new facilities.

The new stations are: F. C. Todd, Gastonia, N.C.; 1420 kc., 100-250 watts, power, unlimited time, and Y. W. Scarborough and J. W. Orvin, Charleston, S. C., 1210 kc., 100-250 watts power, unlimited time.

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 ::: TRADE NOTES :::  
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Deadline set by the American Federation of Musicians for the completion of contracts between its local unions and the non-network broadcasters has again been postponed, from Sept. 1 to Sept. 23. Deadline had previously been set up a month from Aug. 1, to give the committee representing these independent broadcasters more time to get the stations and unions together.

Addresses by radio executives and high-ranking officials of Utah and a special musical salute will herald inauguration of service of a new five kilowatt transmitter and antenna at Station KDYL, NBC affiliate in Salt Lake City, on Tuesday, September 13. The dedicatory program will be heard from 11 P.M. until midnight EST, over the NBC-Red-Network.

Following the recent resignation of J. K. Craig from the managership of Radio Sales, San Francisco office, the Columbia Broadcasting System has consolidated that office with its network sales force in San Francisco. Personnel of the office now includes Henry M. Jackson, Sales Manager; Clyde F. Coombs and Charles E. Morin, salesmen. Radio Sales, Inc., is a CBS division representing owned and operated members of the network. A. E. Joscelyn heads the New York office.

The International Telephone and Telegraph Corporation reports that its telephone operating subsidiaries in nine countries gained 40,500 telephones in the first seven months compared with a gain of 36,500 in the same period of 1937. All major companies reported increases. The largest gains were contributed by the United River Plate system in Argentina and by the Shanghai Telephone Company which has now regained practically all of the telephones which were withdrawn from service last year when hostilities centered around Shanghai.

James R. Sheffield, former Ambassador to Mexico and a Director of the Radio Corporation of America, died last week at Saranac Lake, N. Y. He is understood to have been responsible for the appointment of William D. L. Starbuck to the Federal Radio Commission, which preceded the Federal Communications Commission. Mr. Starbuck represented the New York zone for several years on the Commission.

The Seattle Broadcasting Co.'s \$250,000 damage suit against Senator Homer T. Bone, Saul Haas, United States Collector of Internal Revenue, and others was dismissed this week on stipulation of counsel, in Tacoma, Wash. The company accused Bone of using his influence as a member of the Senate Committee on Interstate Commerce to further a conspiracy to compel the Columbia Broadcasting System to terminate its contract with Station KOL, operated by the plaintiff, and give it to Station KIRO, one of the defendants, in which Bone was alleged to have an interest.

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9/10/38

## CIRCULAR RAPS BROADCASTERS AND PUBLISHERS

Under the letter head "Educational Broadcasting, Lakewood, Ohio", A. Ballard Walton has sent out circular letters this month to non-commercial broadcasters reading as follows:

"Publishers and broadcasters who sell space and time to tricky advertisers and suppress the reports of the Federal Trade Commission, are a menace to clean business and to sound economics.

"If the freedom of radio and press to give or to suppress, is exercised in the interests of national advertisers, then a Democracy might even be destroyed by private interests, and a supposedly free people might become builders of wealth and power for those who buy national publicity.

"Such freedom and power are too dangerous to go unchallenged by a Government such as ours that was originally established for the purpose of promoting and protecting the general welfare of all its people."

In a footnote to a copy sent the Heintz News Service, Mr. Walton asks that "your clients be informed that the McGraw-Hill Co. has never removed the 'Racketeer' label pinned on me by its Electrical Merchandising for June, 1932".

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## ZENITH REPORTS PROFIT OF \$124,806

Zenith Radio Corporation reports a consolidated operating profit for the first quarter ended July 31, 1938, of its current fiscal year amounting to \$124,806, after depreciation, excise taxes and liberal reserves but before provision for Federal income and excess profits taxes or undistributed profits taxes, as per the Company's books, according to Hugh Robertson, Vice-President and Treasurer.

"Zenith's new line is being well received by the trade", Mr. Robertson said. "Distributors' orders now on hand and being received for future delivery indicate steady production and shipment for the balance of the calendar year. It is the consensus of opinion that the company will do a larger percentage of the total business of the industry this year than ever before. Irrespective of this optimistic outlook the management continues to exercise a conservative policy of manufacturing only against orders received or the movement of merchandise in the territory, to the end that there be no excessive inventories or distress selling."

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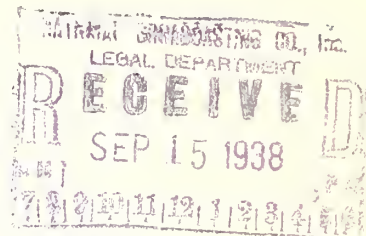


# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**



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## CLEAR CHANNEL GROUP SUMS UP ITS CASE

Louis G. Caldwell, counsel for the Clear Channel Group of radio stations, last week submitted to the Federal Communications Commission a 216-page printed book as "The Case for Clear Channels and High Power".

The voluminous brief was submitted in behalf of 14 clear channel stations - KFI, WSM, WLW, WGN, WSB, WJR, WBAP, WFAA, WHAS, WWL, WHO, WHAM, and WOAI - in connection with the hearings held this summer relative to proposals to alter the present FCC policies on clear channels and power limitation.

Recommendations from the three-man committee to the full commission are expected to be made early this fall. The FCC will then decide whether it will change its own rule restricting broadcasting stations to 50 kw. power to permit super-power stations to arise and whether regional stations will be able to break down the restricted clear channels.

Mr. Caldwell's brief is divided into three parts, covering the following general subjects:

"The inadequacy of existing broadcast service in the United States."

"The necessity for preserving clear channels."

"The necessity for increased power for clear channel groups."

After pointing out by figures and charts how the nation's 700 odd broadcasting stations are concentrated in cities and towns, leaving sparsely settled areas poorly served or not at all, Mr. Caldwell blasts the argument of low-powered broadcasters that the country could not support the increased broadcasting service and that the super-power stations would put the regionals and locals out of business.

"If broadcasting should do nothing more than hold the ground already gained", he said, "as one of the five major advertising media, the industry can amply afford expenditures for improvement in service to the public."

"The overwhelming weight of the evidence, however, is to the effect that the upward trend will continue."





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The Clear Channel Group's counsel, after analyzing the argument of the opponents of super-power, said:

"There would seem to be no possible danger of extinction of any regional station due to the increased power, and clearly no danger of depriving any city of its local outlets for self-expression.

"Much of what has been said by opponents of increased power has been based on fallacies. One is that power is the determining factor instead of adequate signal strength (from whatever cause) and program merit. Another (and closely related) fallacy is that the advertiser will seek more potential coverage as against actual listeners. . .

"A third fallacy is that advertisers restrict themselves to one medium, whereas in fact they endeavor to reach all classes and sections of the public, and for this purpose need a variety of media, including two or more of the same kind. One illustration of this is the analogy of newspaper and magazine coverage."

Arguing against any further break-down of the exclusive clear channels, Mr. Caldwell remained the FCC of the chaos of 1926 and quoted from past engineering reports of the commission favoring protection of the clear channels.

Mr. Caldwell likewise scoffed at the suggestion that super-power might give this class of stations a monopoly that would have serious social consequences.

"The issue seems to imply", he said, "that the licensees of clear channel stations will use them for what might be called editorial or political purposes. It is difficult to believe that such an implication was intended, and certainly there is no basis in fact or in the past performance of these stations (or any group of broadcast station, for that matter) for believing there is danger of this sort.

"The entire industry has a remarkable record in voluntarily choosing to keep stations free from partisan uses, and to endeavor to be impartial on political or other uses.

"Except for the requirement to be fair to opposing candidates for public office, the law did not require them to do this. It is very much to the interest of all classes of stations to adhere to the same policy in the future.

"With a substantial number of clear channels kept under independent ownership, and permitted to be strong enough to compete vigorously with each other and with any radio organization that may develop, there is no danger of this sort in the Class L stations."

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## NAB DISCOUNT REPORTED NEWS SURVEY

In connection with publication of a survey of news broadcasting, Neville Miller, President of the NAB, has issued the following statement:

"Word has reached me that there has been published in certain sections of the press, a survey of radio news broadcasting, purporting to be a report of a survey conducted by the National Association of Broadcasters. No such survey has been released from the headquarters of the NAB, the only agency in radio empowered to release such an Association report. Any report purporting to be based on the findings of such a survey is orphan, unauthorized and misleading.

"All shades of public opinion have freely attested to the fairness of American radio in its handling of news, political candidates, and controversial issues.

"Radio is pioneering in a new field. There naturally will be differences of opinion as to standards and policies. Broadcasters do not propose, however, to await investigation, but do propose to give careful consideration to every problem of the industry, and to criticisms from within and from without.

"But we assuredly will not accept any judgment in regard to news 'Bias' which is not based on a full study of the problem including the standards by which news 'bias' is to be adjudged."

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## TO ATTEND BRUSSELS BROADCAST MEETING

Kenneth H. Berkeley, general manager of Station WRC and WMAL, will study European methods of broadcasting on a month's tour of continental cities. His selection was made by Lenox R. Lohr, President of the National Broadcasting Company.

Mr. Berkeley, a native Washingtonian, will observe European program methods as well as engineering facilities on his trip. In addition, he will discuss means of better and more frequent exchange of programs between the United States and various other countries.

While in Europe he is scheduled to attend the meeting of the International Broadcast Union which will be held in Brussels in October. During his trip Mr. Berkeley will visit, in addition to Brussels, Moscow, Stockholm, London, Paris, Berlin, Geneva and Rome.

Present plans call for Mr. Berkeley to sail from New York on September 21st. He will be accompanied on his trip through the various capitals by Dr. Max Jordan, NBC's European representative. Mrs. Berkeley will accompany the NBC official on his trip.

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## THREE STATIONS AUTHORIZED; TWO GO TO PRESS

The Federal Communications Commission this week granted construction permits for three new broadcasting stations; two of them to newspaper publishers.

The Petersburg Newspaper Corporation, of Petersburg, Virginia, won a three-cornered fight for a new station in Petersburg. The applicant publishes a daily newspaper, the Program-Index. The station will operate on 1210 kc. with 100-125 watts power, unlimited time. Other applicants for the facilities were John Stewart Bryan, Richmond publisher, and Havens & Martin.

R. H. Nichols, editor and publisher of the Vernon Daily Record, Vernon, Texas, is one of the owners of a station authorized at Vernon. The facilities are 1500 kc., 100 watts power, unlimited time.

The third station authorized went to the Carolina Advertising Corporation, at Columbia, South Carolina. The owners are in the insurance business. The station will operate on 1370 kc., with 100-125 watts power, unlimited time.

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## SCHOOL RADIO GROUPS TO DOUBLE THIS YEAR

School-radio producing groups now numbering about 350 will probably double during this school year, the U. S. office of Education reported the State radio councils in which all major noncommercial organizations plan public-interest programs are making definite progress. All of the major broadcasting networks are displaying interest in carrying and improving educational program, the statement said.

"Reservation by the Federal Communications Commission early this year of 25 channels in the ultra-high frequency band for nonprofit educational broadcasting has stimulated many requests from educational groups for use of such channels," the office of Education added.

"New York City has been granted permission to set up a station for broadcasts which school officials hope will reach its entire school population. Cleveland, Ohio will operate a high-frequency station this year. A score of other city and county school systems, colleges and universities are considering making application for station-construction permits. One or two radio equipment companies are ready to quote prices on transmitting and receiving apparatus, and the Office of Education is gathering information to guide schools in making use of this new educational facility."

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## NAB SURVEYS RADIO TIME GIVEN TO MOVIES

Following up its complaint against the motion picture industry giving the lion's share of advertising in its current promotion campaign to the newspapers, the National Association of Broadcasters this week announced that it was making a survey of "the amount of time given to motion picture exploitation by radio stations."

Questionnaires are being mailed to all member stations, it was said.

"Upon these findings NAB hopes to evolve a sounder and more equitable relationship between the two industries", he added.

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## BBC PONDERES TELEVISION FOR PROVINCES

The possibilities of extending the British Broadcasting Corporation's television service to the British Provinces were discussed by the Deputy Director-General of the BBC, C. G. Graves, in a talk that he broadcast on the eve of the opening of this year's Radio Exhibition at Olympia, London.

"We are all looking forward to the time when television can be extended to other parts of the country," he said. "The problem of carrying the programmes to Birmingham, or other important centre, either by cable or wireless link, is not an easy one. At present the BBC is eagerly awaiting the result of experiments which the Post Office are to carry out."

Mr. Graves added that, though extension of the service will take time and monies, "we know that difficulties will be smoothed out, so that we can look forward ultimately to a national television service."

In the meantime, recent and contemplated developments at Alexandra Palace, the headquarters of the British television service, include the purchase of a second mobile unit, which will enable the number of outside broadcasts in the programmes to be increased, and a scheme--to be undertaken in the near future--for the conversion into a studio of the old theatre at Alexandra Palace.

"When the studio is complete," the Deputy Director-General stated, "we shall again extend the programme hours."

Mr. Graves ended by saying that with the help of listeners and the wireless trade a great national industry was built up. "The so-called fairy story of television," he said, "has come true."

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## RMA SUBMITS TELEVISION STANDARDS TO FCC

Proposed television transmission standards were submitted to the Federal Communications Commission by the Radio Manufacturers Association this week.

The proposed television transmission standards were submitted to the FCC with the approval of the RMA board of directors and also of the special RMA television committee, of which A. F. Murray, of Philadelphia, is chairman, and also were approved by the RMA membership. The proposed standards are before the FCC for approval in the present experimental development of television, and the RMA is prepared to demonstrate that the standards are practical and in the public interest.

The RMA television standards represent a tremendous amount of work of the best engineering and executive talent of the RMA and the radio industry, covering a period of many months, with most difficult and complicated problems involved. A few television interests which are not technically among RMA membership participated in the preparation of the proposed standards.

To handle the increasing amount of work by the RMA on television, three new engineering committees are in process of formation by Dr. W. R. G. Baker of Bridgeport, Connecticut, chairman of the RMA engineering department. The three new sub-committees are being appointed on (1) television interference, (2) television transmitters, and (3) television receivers. The respective sub-committee chairman appointed by RMA Chairman Baker are Messrs. J. E. Brown, of Zenith Radio Corporation of Chicago, E. W. Engstrom, of RCA Manufacturing Company of Camden, N.J., and I. J. Kaar, of General Electric Company of Bridgeport, Conn.

The proposed standards are as follow:

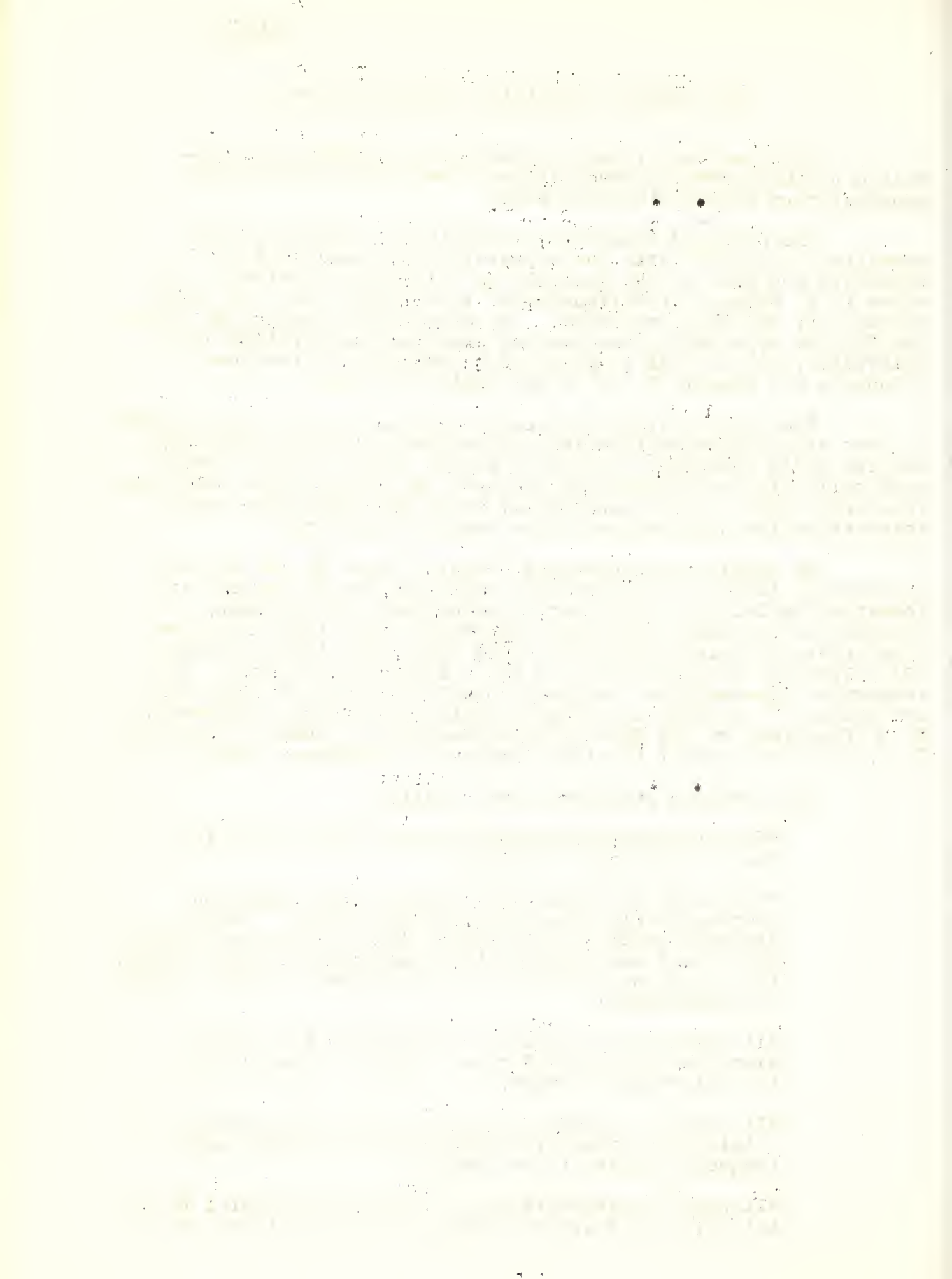
"The standard television channel shall not be less than 6 megacycles in width.

" It shall be standard to separate the sound and picture carriers by approximately 4.5 Mc. This standard shall go into effect just as soon as "single side band" operation at the transmitter is practicable. (The previous standard of approximately 3.25Mc. shall be superseded.)

"It shall be standard in a television channel to place the sound carrier at a higher frequency than the television carrier.

"It shall be standard to locate the sound carrier for a television channel 0.25 Mc. lower than the upper frequency limit of the channel.

"It shall be standard for a decrease in initial light intensity to cause an increase in the radiated power.





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"It shall be standard to use a frame frequency of 30 per second and a field frequency of 60 per second, interlaced.

"It shall be standard to use 441 lines per frame.

"The standard picture aspect ratio shall be 4:3.

"If the peak amplitude of the radio frequency television signal is taken as 100%, it shall be standard to use not less than 20% nor more than 25% of the total amplitude for synchronizing pulses.

"It shall be standard in television transmission that black shall be represented by a definite carrier level independent of light and shade in the picture.

"The standard synchronizing signals shall be as shown on Drawing T-111.

"If the peak amplitude of the radio frequency television signal is taken as 100%, it shall be standard for the signal amplitude to drop to 25% or less of peak amplitude for maximum white.

"It shall be standard, in order to correspond as nearly as possible to equivalent rating of sound transmitters, that the power of television picture transmitters be nominally rated at the output terminals in peak power divided by four.

"It shall be standard to have the radiated power for the picture approximately the same as the sound.

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#### RADIO REFERENCE BIBLIOGRAPHY IS ISSUED

A current radio reference bibliography was issued this week by the electrical division of the U. S. Bureau of Foreign and Domestic Commerce.

The list includes publications bearing on any phase of radio, issued since 1933 or known to be current, both government and private.

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TRADE NOTES

The strike of Twin City Newspaper Guild members of the staff of Radio Station WTCN, Minneapolis, was settled late last week and strikers returned to work. Terms include the 5-day, 40-hour week, dismissal indemnities up to 12 weeks and overtime arrangement and pay increase for all strikers. The management recognizes the guild as the bargaining agent for the strikers but does not grant the guild shop.

William Hard, radio commentator, has been paid \$5,000 by the Republican National Committee for his work in behalf of the committee, a report filed in the House of Representatives last week was disclosed.

An informal hearing before Chief Engineer E. K. Jett on proposals to change FCC professional radio operator rules is to be resumed in the FCC offices on Wednesday of this week.

First Pacific Coast demonstration of facsimile broadcasting was presented at the California State Fair at Sacramento, September 3 to 12 inclusive, by the McClatchy Broadcasting Company. The organization is an affiliate of McClatchy Newspapers, publishers of the Sacramento Bee, Fresno Bee and Modesto Bee.

The demonstration, conducted at the fair grounds over a wire connection, was preliminary to nightly broadcasting planned to start at an early date, it was announced by G. C. Hamilton, general manager of the McClatchy organization. Broadcasting tests will be under an experimental license granted Station KFBK, Sacramento, and KMJ, Fresno.

Radio comment and publicity stories were eliminated last week by two Fort Wayne dailies--the News-Sentinel and the Journal-Gazette. The ban, agreed upon several days ago by representatives of both newspapers, does not apply to daily radio programs.

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9/13/38

## LOST BUOY BROADCASTS ITS POSITION AT SEA

When a ship locates her position by signals from a buoy, that is not news, but when a buoy goes astray and is tracked down from signals it sends to the ship, that is news.

Leo Otis Colbert, Director of the U. S. Coast and Survey, is responsible for the story, that, according to this standard, is news. He reports that the survey ship Lydonia, in command of Lieut. Comdr. R. P. Ryman, on returning to her working grounds off the New York coast recently, found that one of her sone radio buoys had disappeared.

This buoy had been "planted" at a determined position, together with another similarly placed buoy, for use in fixing the positions of innumerable soundings made the Lydonia in the course of her surveying operations far out of sight of land. This is done by throwing TNT bombs overboard at intervals, to explode under water while the soundings are taken on receiving these sound impulses from the bombs. The sono radio buoys broadcasts the return signals by radio to the ship. As the speed of sound in seawater is known, the distance of the ship from the buoys is determined by the time interval between the firing of the bomb and the receipt of the radio signal aboard ship.

Thus, the ship was able to retrieve the buoy from these signals, for each time a bomb was thrown overboard from the Lydonia, that lost sono radio buoy broadcast its distance away from the ship. When recovered the buoy had drifted some 25 miles.

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## "DEAD MIKE" BROADCASTS PROFANITY

Profane language that startled staid New England radio listeners was attributed to an "over-sensitive" "dead" microphone.

The profanity escaped from a studio in WBZ, Boston, when an announcer, sorting a card file while awaiting to identify the station at 10 p.m. (E.S.T.), became exasperated at a mistake.

Apologizing to the listeners, John A. Holman, general manager of the station, explained that actually the microphone was "dead" but through some unexplainable phenomenon carried the words out over the air.

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9/13/38

PUBLISHERS' ORGAN RAPS BASEBALL DECISION

Editor & Publisher in a current editorial entitled "Who Owns the News?" discusses the recent Pittsburgh baseball broadcast litigation thus:

"A Federal Court in Pittsburgh recently added another layer to the strata of legalistic reasoning upon the ownership of news. The judge enjoined a radio station from broadcasting reports of the Pittsburgh National League ball games, on the ground that the news was the property of the baseball club. The latter, incidentally, had already contracted for the sale of the broadcasting privilege to the National Broadcasting Company, which, in turn, was using it as a vehicle for the sale of advertising time.

"The ruling has unplumbed possibilities. If a baseball club has ownership rights in the news created by its employees and those of a similar organization during two hours of an afternoon, and can sell shares in that ownership, what are the rights of individuals and other organizations to news of their activities?

"Can the Mayor establish a municipal broadcasting station as the sole news distributor of city information?

"Can a theater limit the attendance of drama critics at its productions to those of one newspaper or a selected group of newspapers or radio stations? The analogy would seem to hold.

"The problem raised in Pittsburgh is one that will rise increasingly. It is inherent in the sale of news as a carrier of radio advertising. News is impotent unless it is early and exclusive, especially over the air, and if it is to have commercial value for radio, its exclusiveness must be legally protected. How this can be squared with the decisions affecting public and newspaper rights in news, we do not see. It is our belief that the courts will eventually find it contrary to public policy that news should be sold for commercial air sponsorship--thereby doing several years late what newspapers and news services should have determined at the beginning.

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The government of Chile has adopted drastic measures against newspapers and broadcast stations publishing or transmitting "false, alarming or tendentious news" in connection with the situations created by last Monday's National Socialist (Nacista) Party revolt.

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## LISTENERS EASY MARK FOR RADIO, PSYCHOLOGIST FUNDS

"Americans do not know how to guess and they are easy marks for veiled suggestions over the radio", Howard W. Blakeslee, Science Editor of the Associated Press, reports from Columbus, Ohio.

"These two psychological findings from study of a million members of a radio audience were reported to the American Psychological Association here by Louis D. Goodfellow of Northwestern University, he explained. The association closed its annual meeting today at Ohio State University.

The studies were made on telepathy broadcasts recently. He found no evidence of telepathy, Dr. Goodfellow reported, but some mass psychological traits became evident.

Each broadcast, he explained, was two works, like "heads and tails," or "star and cross." "Senders," persons who concentrated on thinking of one or the other work in a chosen pair, sat in the studio while the radio audience at given signals tried to guess the work in the senders' minds.

The guessers, the psychologist explained, preferred the mixed combinations and carried this preference too far.

"There is a widespread misconception among laymen," he said, "regarding probability, namely that the occurrence of a chance event reduces the probability of the same event occurring a second time."

The veiled suggestions that swayed the guesses, he said, were innocent, those who wrote the script not being aware of them. One script started, he explained, with these words:

"Alone in a room high above the streets of Chicago there are 10 senders, five men and five women----"

The words that night were "star and cross." The audience got the idea of "star" from the description of the high place and repetition of "five", the number of points in a star. As a result the majority started their guesses with "star." This was wrong, as "cross" happened to be the first word "sent."

Fifty-seven per cent of the audience was wrong, Dr. Goodfellow said, a number altogether too high for chance among so many persons.

As a test this opening sentence was repeated at a later broadcast, and on a night when "star" was the first word. That night the audience again favored "star" and the 56 per cent guessed right. This again was too much margin to be accounted for by chance alone.

Tests at Northwestern, meanwhile, said Dr. Goodfellow, showed more people like the work "cross" than "star," and it not influenced beforehand will start by guessing "cross" first.



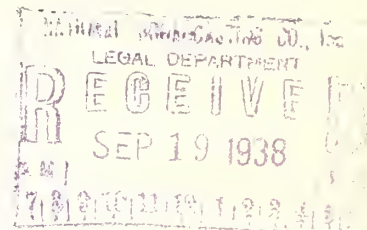


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EXAMINER O.K.'S G. E. TELEVISION SYSTEM PLAN

Bringing the advent of television as a medium of public entertainment a little closer, General Electric Company this week cleared the first hurdle in its plan to set up an extensive television system embracing three cities.

Examiner R. H. Hyde recommended to the Federal Communications Commission that it grant permits for television stations in Albany, New York, Bridgeport, Connecticut, and Schenectady, New York.

While General Electric has been experimenting with visual broadcasting in its laboratories for some time, it has operated no television stations.

General Electric's proposal, as outlined by C. A. Priest, design engineer, is to develop a complete television broadcasting system, suitable for taking visual and sound programs from any desired source and broadcasting them in a manner suitable for entertainment in homes over a considerable area.

The proposed main station at Albany is intended to provide a high signal level to the entire New York state capital district, i.e., Albany, Troy, and Schenectady. The site selected for the transmitter, which is a 10 kw visual transmitter with a 3 kw aural unit, to operate between 66 and 72 megacycles, is in the Helderberg Hills about 12 miles west of Albany. The proposed location was selected as being the highest suitable point near applicant's Schenectady works.

The second application is for a relay visual station to transmit programs from the studio to the main transmitter site. It is to use a sharply directive beam and, in applicant's opinion, will constitute an essential link in a complete television system. The site of this transmitter is in General Electric's Schenectady works.

The third application is for a station to be located at Bridgeport to provide a locally controlled source of signal for receiver manufacturing activities. This location is a sufficient distance from the station proposed to be located in Albany to permit a study of the effect of simultaneous operation of two transmitters on the same frequency.

The fourth application is for a low-powered station for preliminary testing prior to actual testing of the proposed higher-powered station and thereafter for advanced developmental work.



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The location proposed for this transmitter is in applicant's Schenectady plant. This site is convenient to General Electric's engineering and research laboratories, where its program of advanced television development is to be carried out, and is a suitable site for propagation of signals over a limited area as contemplated in this particular application.

The television system which General Electric proposes to complete is similar in general plan to television systems of Radio Corporation of America and National Broadcasting Company, but contemplates a number of detail variations, different, according to applicant's witnesses, from any other system known to them. It is an all electric system and is designed to produce a picture having a definition of 441 lines interlaced, 30 frames per second, 60 fields per second, aspect ratio 4 to 3. Equipment which the applicant is now using for laboratory experiments employs positive modulation, so-called "wave-shaped" separation and synchronizing signals as contrasted to amplitude separation.

"The applicant expects to overcome some of the difficulties encountered through developmental work and field tests," Examiner Hyde stated. "Construction of vacuum tubes which would exhibit more favorable characteristics would make the transmitter problem simpler and easier of solution. Development of wide-band output coupling circuits whereby the required band-width might be obtained without sacrificing plate efficiency, as at present, would be very desirable. The applicant's engineers believe that improvement in transmission fidelity may be obtained by extending the visual frequency range up to approximately 4 megacycles and transmitting this band with the required fidelity so that complete utilization may be made of a 441 line picture. Transmission of modulation will be attempted in a 6-megacycle channel by means of single side-band transmission.

"Two principal research objectives were set up by applicant's witness for accomplishment through operation of similar stations at Schenectady and Bridgeport. The first is investigation of probable diurnal and seasonal signal strength variations, both toward and away from the ocean. The second is investigation of services areas of two stations operating on the same channel. This study is to include determination of the amount of interference permissible, necessary geographical separation to prevent interference, and use of directive antennas to restrict interference. Adequate equipment is to be provided for tests of results of operations, and data obtained is to be made available to the Commission."

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A further increase in the number of radio licenses in Sweden was recorded during the second quarter of 1938, when 21,453 new licenses were issued. On June 30, the total number of licenses thus stood at 1,156,781, or 184.1 per thousand inhabitants. For the capital of Stockholm the corresponding figure was 247.2 licenses per thousand.

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9/16/38

## FCC BAR GROUP PROPOSES CHANGES IN RULES

Drastic changes in the proposed FCC rules of practice and procedure were proposed this week by the committee on practice and procedure of the Federal Communications Bar Association.

Subject to criticism of members and final approval by the executive committee, the report seeks, on the whole, to make FCC rules of practice conform to those of the Federal courts. One of the main objectives is to center responsibility on the FCC rather than on subordinates.

The lawyers proposed that the Commission itself designate the examiner or commissioner, as well as the subject matter, for each hearing. Under the present system the examiners take cases in routine fashion.

Repeal of the "two-year rule", which bars FCC legal employees from practicing before the Commission for two years after their retirement, was urged by the committee. The FCC's own committee on rules already has proposed this amendment.

A proposal that the FCC by formal order seal certain documents from public inspection was included in the lengthy recommendations.

A hearing before a commissioner, sometime after the Bar Association's rules are submitted about mid-October, was asked by the committee.

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## HEARST SELLS THREE MORE STATIONS FOR \$400,000

Approval of the Federal Communications Commission of the reported sales of three more of its radio stations by Hearst Radio, Inc., is expected to be asked shortly.

E. M. Stoer, comptroller of the Hearst properties, this week confirmed reports that KTSA, San Antonio, KNOW, Austin, and WACO, Waco, all of Texas, has been sold for approximately \$400,000.

Negotiations also were reported under way by the Hearst organization to sell KOMA, Oklahoma City, and KYA, San Francisco. Elliott Roosevelt, son of the President, will remain as head of Hearst Radio despite the partial liquidation, it was said.

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9/16/38

## RADIO SET SALES GAIN FOR AUGUST

Retail sales of radio sets during August not only held the four-point gain made in July but climbed slightly further--to within a fraction of 92 per cent--the highest point reached this year in comparison with last year's sales for the same month, which always are represented by the 100 per cent level in Radio Retailing's barometer.

This sales performance must be considered as most encouraging in view of the fact that August is one of the most doubtful radio months of the year. In that month weather, and particularly vacations, have a decided influence on consumer buying, and it is an established fact that during August selling on the part of many dealers is at lowest ebb.

"Careful study of retailers' sales reports from individual States reveals that a general leveling off of highly contrasting sales curves is in progress," says Radio Retailing. "It will be recalled that during the early months of the year set sales held up surprisingly well in some States, here and there even staying above the 1937 unit sales. In other States sales dropped drastically and down to rather hopeless levels. Those apparent inconsistencies in sales performance now have disappeared almost entirely."

Instances of sales curves coming down to meet the average for the entire country are Pacific Coast States, a few of the States below the Mason and Dixon line and one or two of the Northwestern granary States.

Among the States that appear to be pulling up nicely out of a deep set sales depression Ohio and Michigan very definitely lead the procession. Although reports from those States still show spotty conditions, there are enough dealers equalling last year's sales or even topping them to indicate that improving conditions in the steel, automobile and allied industries are having a favorable effect on set sales.

That some reflection of increased industrial activity appears in sales reports of dealers who are operating in factory cities of Illinois, Pennsylvania, New York and New Jersey, while sales in the rural areas of those same States are not yet up to the national average.

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The FCC accounting department plans to propose that a conference of broadcasting executives be held next month to discuss plans for setting up a permanent system of collecting data on operations of stations and networks.

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9/16/38

## PIONEER RADIO OPERATOR DIES IN BOSTON

Harry R. Chetham of Somerville, chief radio operator of the Boston Police and Fire Departments and a pioneer radio operator, died Wednesday in Chelsea Naval Hospital.

He was born forty-eight years ago in Central Falls, R. I., and became interested in radio as a boy when he built a crude coherer set and spark-coil transmitter. This equipment including other things which he built while radio was in its infancy, is in the National Smithsonian Institution at Washington.

Twenty-five years ago, Mr. Chetham installed a radio communicating apparatus on Penikese Island in Boston harbor, then inhabited by a leper colony. For this work, he received a gold tablet from the Veteran Wireless Operators Association of New York. Among his other accomplishments was his other work in receiving messages from the sinking Titanic. Later he received the world famous message from the rescue ship Carpathia, "Major Archie Butts not among the survivors."

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## GROUP CALLED FOR SESSION ON COPYRIGHT

Neville Miller, President of the National Association of Broadcasters, has called a meeting of the NAB executive committee for September 26 to discuss the troublesome problem of music copyrights.

Members of the executive committee are Mark Ethridge, AHAS, Louisville, former NAB president, and Edwin W. Craig, WSM, Nashville, clear-channel representatives; Walter J. Damm, WTMJ, Milwaukee, and Frank M. Russell, NBC vice-president representing WRC, Washington, regional representatives; John Elmer, WCBM, Baltimore, and Herb Hollister, KANS, Wichita, local representatives.

In addition to copyright the committee is expected to discuss NAB's participation in the chain-monopoly investigation of the FCC, national and state legislation, and numerous other subjects accumulated since Mr. Miller assumed office last July 1. It will be his first meeting with the committee as NAB head.

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The FCC this week issued a statement announcing that certain equipment of a score of radio manufacturers had been approved for use by regular broadcast stations.

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*Journal of Management Education*

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*Journal of Management Studies*, 19(1), 67-80.

9/18/38

## FCC GETS READY FOR MID-OCTOBER HEARING

The Federal Communications Commission this week was putting finishing touches on its formal notice of a chain-monopoly hearing that is expected to start either October 17 or 24. An Announcement was expected momentarily.

Several meetings have been held on the matter, it is understood, and William Dempsey, special counsel for the inquiry, has completed his preliminary investigation. The notice will schedule the hearing not less than 30 days from the time of its / insurance.

Chairman Frank R. McNinch, who is taking personal control of the inquiry, hopes to have legislation, or at least a partial report, ready for submission to Congress when it convenes January 3.

The hearing probably will be limited to networks, but affiliated stations doubtless will be included in the scope of the inquiry due to their economic interests in the chains. The independent Radio Network Affiliates already have made pland to participate.

The networks, while not viewing the probe with particular alarm, are anxiously awaiting the bill of particulars, which may not be released before next week, so that they may know the scope of the hearing.

CBS has retained John J. Burns, former general counsel of the Securities & Exchange Commission, as its chief counsel. He will assisted by Duke M. Patrick, former Radio Commission general counsel and regular Washington attorney for CBS. Burns and Patrick will be assisted by Joseph H. Ream, general attorney of CBS in New York, and Paul A. Porter, Washington staff counsel.

NBC's case is being handled under the supervision of A. L. Ashby, vice-president and general counsel of New York, and Philip J. Hennessey Jr., Washington attorney, formerly on Mr. Ashby's staff.

Preparations for MBS are being handled by Louis G. Caldwell, Washington attorney and former Radio Commission general counsel, and his associate, Reed T. Rollo.

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Charles E. Saltzman, son of General Saltzman, former chairman of the Federal Radio Commission, has been promoted to secretary of the New York Stock Exchange.

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## NBC FLATLY FOR SUPER-POWER; AFFILIATES PROTEST

The National Broadcasting Company and some of its affiliated stations are not in accord on the question of whether or not the Federal Communications Commission should rescind its present limitation of station power to 50 kw. and authorize the operation of super-power stations.

NBC last week filed a brief with the FCC stating flatly that it favored super-power station operations despite warnings at the summer hearings that such stations might endanger the business of networks.

After copies of the brief had been sent to all NBC affiliated stations by Keith Kiggins, station relations manager, Samuel Rosenbaum, president of WFIL, Philadelphia, and chairman of the Independent Radio Network Affiliates, said that some of the NBC affiliates had complained.

The stations, he said, took exception to the "excess enthusiasm" of NBC for super-power although it recognized that the network was speaking only for itself.

A decision on the super-power issue and the WLW experimental permit case are expected from the FCC three-man committee this fall. A final determination by the commission, however, is not expected before early next year.

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## FCC AGAIN EXTENDS RULE ON MONITORS

The Federal Communications Commission this week further extended the working date of Rule 981 for a period of six months from September 15. This rule requires all relay, international, television, facsimile, high frequency and experimental broadcast stations to have a frequency monitor in operation. It was originally effective September 15, 1936. However, the working date has been extended from time to time for the reason that monitors meeting the requirements are not commercially available. The monitors required by this rule do not have to be approved by the Commission but shall have an accuracy of at least one-half the tolerance allowed for the class of station with which used.

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Dr. William Bierman of New York of the American Congress of Physical Therapy this week in Chicago sponsored a resolution asking the Federal Communications Commission for a separate medical hearing on allotment of short-wave lengths for medical use.

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## APPEALS COURT TO RULE ON FCC CONTROL OF ADS

The United States Court of Appeals in the District of Columbia this fall will rule on the question of whether or not the Federal Communications Commission has authority to control indirectly the advertising policies of a broadcasting station.

The issue has been placed squarely before the court by attorneys for Stations WLTH and WARD, of Brooklyn, which were ordered off the air last year following several years of controversy.

Attorneys Paul M. Segal, George S. Smith and Harry P. Warner contended the FCC order terminating the licenses of WLTH and WARD and giving their facilities to WBBC, a third Brooklyn time-sharing station, "is a flat abuse of the power given the Commission by the law and directly flaunts the caution" imposed by the Court upon the Commission in the so-called WCFL case of several years ago.

The deletions were ordered, it was argued, by such a "juggling of orders, corrected orders, referenda and meetings as to require detailed analysis to reveal the essential nullity of the Commission's action." It was added that the Commission made no adequate findings that the stations had failed in their duties or that the successful station is better equipped to perform them "but the Commission attempted to dispose of the appellants through something bordering closely on invective."

In support of its contention that the Commission is without authority to regulate the Broadcasting of advertising of proprietary medicines, the brief stated the jurisdiction of the FCC in the administration of broadcasting is limited to its licensing activities and regulations incident to them. "The statute gives the Commission no authority whatsoever to regulate advertising," it was contended. "This is confirmed by the legislative history of the act and the several provisions within the statute."

Pointing out that the law specifically prohibits the exercise of any power of censorship by the Commission, the brief contended that the broadcast of commercial medical programs cannot by any stretch of the imagination be construed as "obscene, indecent or amount to profane language." Stating that the jurisdiction of the Commission to safeguard the "public health and safety" was doubted, the attorneys sought to show that such a protection is afforded by the Federal Trade Commission.

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With old favorites returning after Summer vacations and numerous new programs making their network debuts, October will find the National Broadcasting Company presenting the most comprehensive series of commercial broadcasts in its history, according to an NBC statement.

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 ::TRADE NOTES::  
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R. J. Barrett, Jr., in charge of WOR's Chicago office, died Wednesday morning (September 14) at the Michael Reese Hospital in Chicago, from complications resulting from a mastoid operation. Mr. Barrett is survived by his wife and three daughters. Funeral services are tentatively announced for Friday from his home in Chicago.

Mr. Barrett joined the WOR staff on February 1, 1937 and since that time had been in charge of sales and operations in Chicago and the Middle West. He attended the University of Illinois and had, at one time, been radio buyer for Blackett-Sample-Hummert, Inc.

He first entered radio with the National Broadcasting Company in Chicago in 1933 when he held various positions in the traffic and sales departments.

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When KGGM, Albuquerque, New Mexico, joins the Columbia Broadcasting System September 25, the network will total 115 stations. KGGM, hitherto an independent station, operates full time on 1000-watt power at 1230 kilocycles. It will become a member of the CBS mountain Group. WGAN, Portland, Maine, is another station lately added to Columbia's web. A new outlet, it is licensed to operate with 500 watts at 640 kilocycles. It became a CBS member August 28.

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Joseph R. Rollins, advertising manager for the Atlantic Refining Company, announced last week that 168 inter-collegiate football games will be broadcast play-by-play this fall under the sponsorship of the refining company. The broadcasts will be from games ranging from Massachusetts to Florida in the East and as far west as Ohio, Rollins said. Fifty announcers are now in Philadelphia attending a "broadcast school" under the direction of Les Quailey, of the N. W. Ayer & Son radio department. N. W. Ayer is in charge of programs and contracts arrangements. The broadcasts will be supplemented with a newspaper campaign, it was announced.

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The man in the street had his say about television this week when NBC conducted its first television sidewalk interview with random passersby in Rockefeller Plaza with the use of the company's new mobile television station. The interviews were broadcast to the Metropolitan Area over Station W2XBS, as part of the current series of RCA-NBC television experiments.





## SARNOFF RAPS "PROGRESS" OF BBC TELEVISION

Before sailing for home, David Sarnoff, president of the Radio Corporation of America, in an interview with a correspondent of the New York Times in London commented that television in Great Britain, though available to the public for some time, has only a comparatively small number of patrons.

The loudly heralded progress of British television, he said was more apparent than real, for although there are regular subsidized programs here, there are only about five thousand sets in use in the entire country after two years' service.

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## PUBLIC UTILITY DENIED CP FOR SECOND TIME

For the second time the Federal Communications Commission this week denied a construction permit for a new broadcasting station to the Food Terminal Broadcasting Co., of Cleveland, Ohio. The applicant had obtained a rehearing following the first denial.

Reviewing the factors in the case, the FCC held that the station would render no new service and that Cleveland already is adequately served. In a statement of policy the commission said:

"The frequencies available for assignment to broadcast stations being limited, public interest would be best served by an allocation of facilities to those who will, where need exists, render a broad, general public service. No need exists for an additional station in the area which would be served upon the basis of program service intended to be rendered by the applicant."

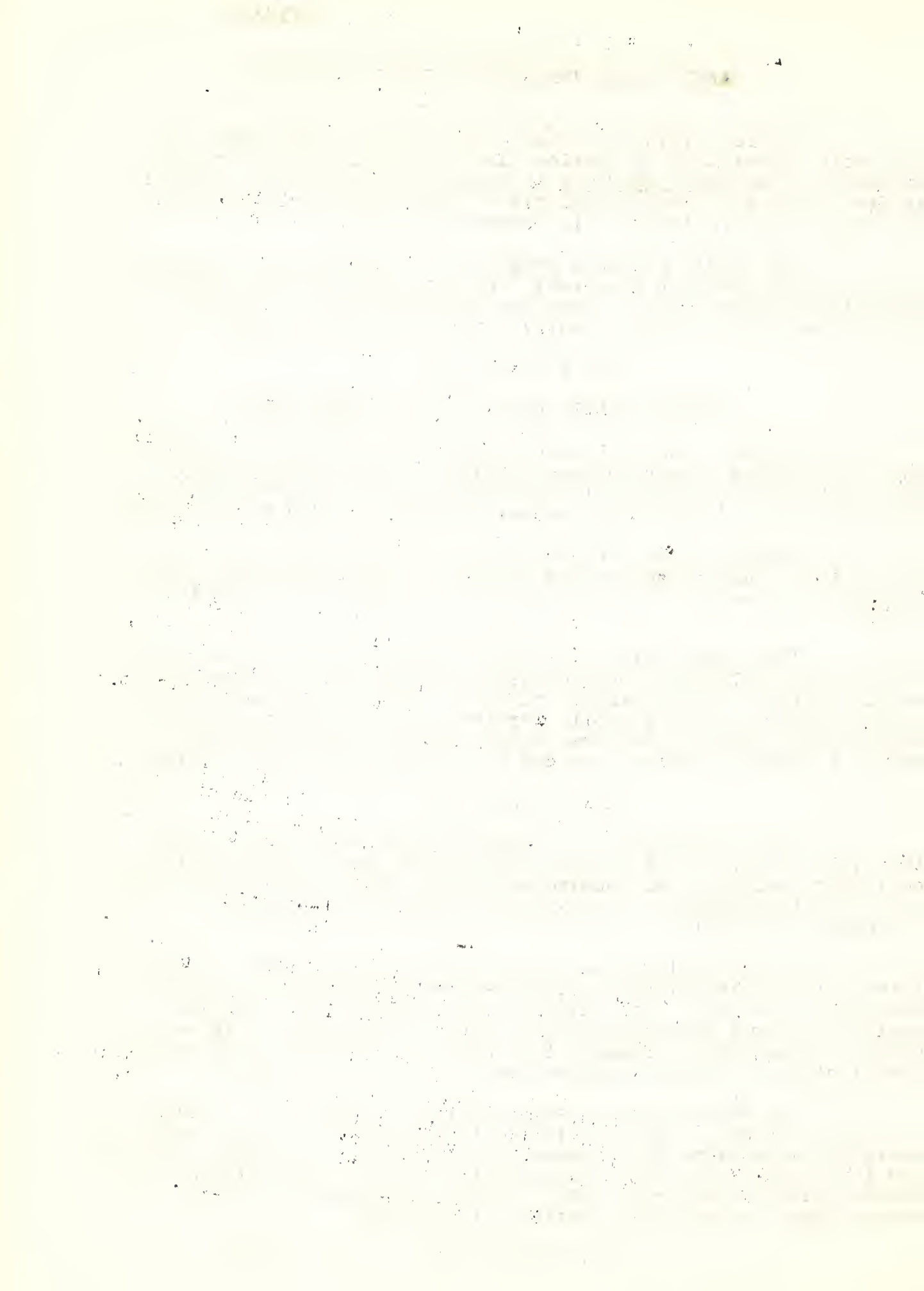
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The heart beats of an unborn infant who will not see the light of day for at least another month were broadcasts to a curiously awaiting radio public by Station WMAL, Washington, this week from the bedside of an expectant mother in Georgetown University Hospital.

The unusual sounds of the fetal heart--beating at the rate of 140 to 160 clicks a minute--were explained by Dr. John R. Cavanagh, in charge of the dispensary at Georgetown Hospital, during the first broadcast of this kind in Washington. It was a unique demonstration arranged in connection with the third annual alumni clinic now being conducted by the School of Medicine.

The heart beats of this unborn baby climaxed a series of cardiac sounds, some normal and others abnormal, as the physician hears and interprets them through his stethoscope. Several attempts had to be made before the sounds of the fetal heart could be heard successfully for the reason Dr. Cavanagh explained, that the unborn baby was extremely restless at the time

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9/16/38

## "HAMS" READY TO PROTECT NATIONAL CAPITAL

Earthquake or tornado, fire or flood--some day they may strike Washington, destroy all lines of communication and isolate the Capital from the rest of the United States.

Unlikely, perhaps, but the unexpected sometimes happens, and a little group of local "hams" is going to be prepared.

Roy C. Corderman, of 4401 Leland Street, Chevy Chase, Md., is the recently appointed emergency co-ordinator of the Washington area for the American Radio Relay League. The lengthy title merely means that in case disaster overtakes the city, Corderman will direct 40 amateur radio operators in maintaining contact with the outside world.

Military and naval establishment centered here would bear the brunt of the emergency communications problem, but the amateur radio operators would form an essential second line of defense.

Corderman is prepared, even if Washington's entire power system breaks down. "I have a portable set that works on two ordinary storage batteries. At Trials not long ago, I reached a point 400 miles distant," he said. "That's one of the things we want to encourage; the building of portable sets. They may come in useful some day.

"Our experience in the Midwestern floods of 1936 and to a lesser extent in 1937 showed us the necessity of preliminary organization," Corderman said. "The President himself suggested it. Emergency co-ordinators are being appointed in every part of the country. It's all being done through the American Radio Relay League, the organization of "hams."

For nearly 30 of his 40 years, Corderman has made a hobby of radio. Surrounded by instruments he largely built himself, he has talked to other "hams" in 89 countries in every continent, and within the Arctic and Antarctic Circles.

"Only this morning, I talked to Madagascar," he said yesterday. "Australia? Why, that's a daily occurrence."

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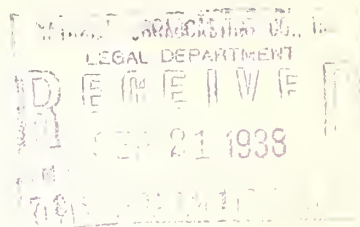


# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**



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September 20, 1938

## OUTPUT AND SALES OF RADIOS FAR BELOW 1937

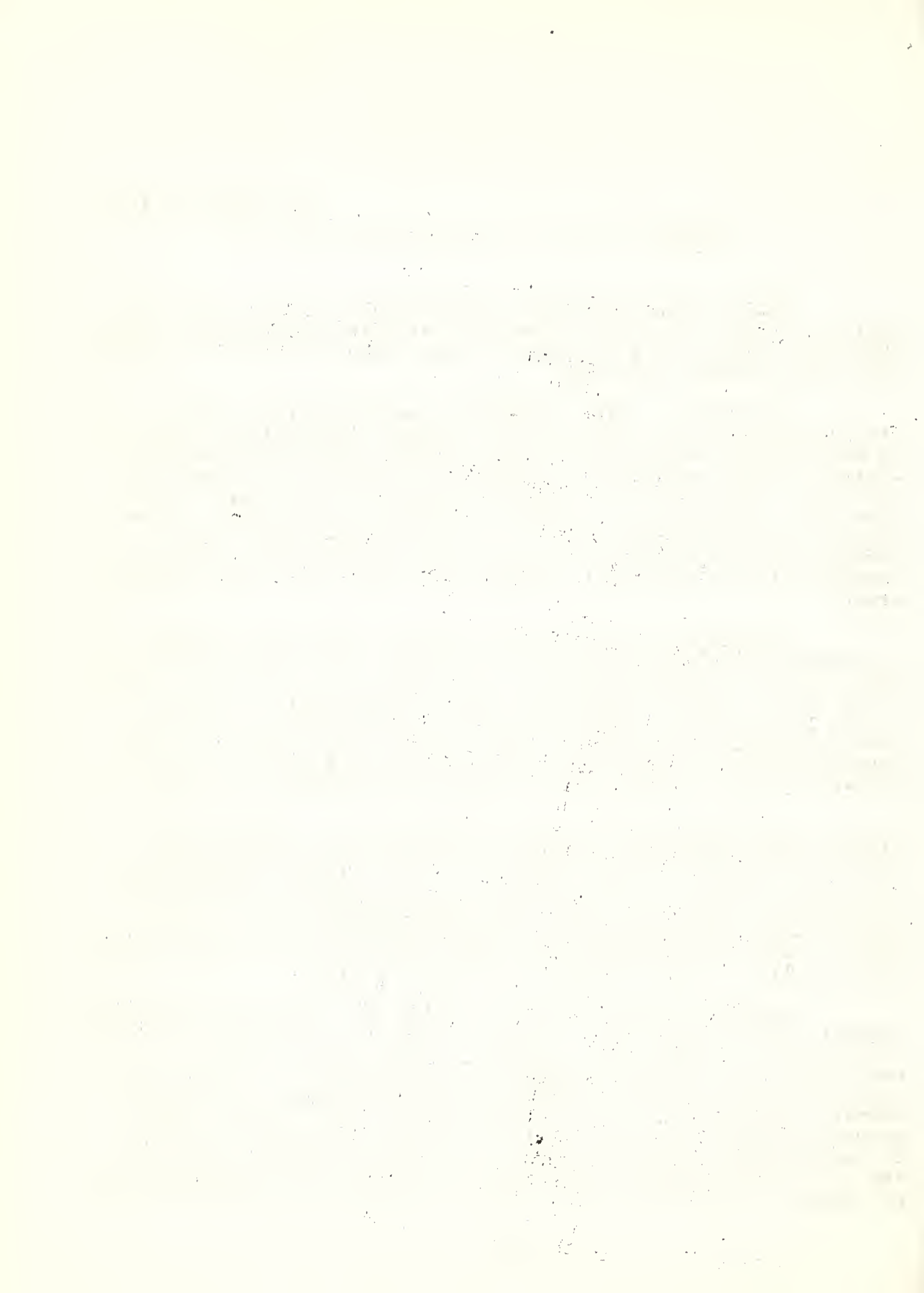
While broadcasters made substantial gains in time sales, radio set sales during the first half of this year fell far below 1937, according to a comprehensive survey made by Dun & Bradstreet, Inc., and released this week.

Concluding a dull half-year in all divisions except broadcasting, radio opened its 1939 season with outlook brightest in many months, the report states. Rising consumer incomes, the revival in home building, and improved prospects for automobile sales were counted upon to stimulate demand for all types of receivers. Extension of rural power programs promised a broadening on the potential market for electrically-operate sets. Reduced inventory holdings and more comprehensive price agreements testified to the industry's progress in putting its own house in order.

Results for the first six months of the year showed distributors' sales off as much as 60 per cent against 1937 totals, with the average drop between 25 and 45 per cent. Manufacturers' output reflected the severe curtailment in schedules instituted in the last quarter of 1937 in order to hold stocks to current ordering levels. Narrowing of the gap from the previous year's level during the latter part of the period failed to raise the half-year total to within 70 per cent of the 1937 comparative.

In contrast to the poor showing in the production and distribution divisions, broadcasting succeeded in chalking up sales gains over peaks established a year earlier. Billings of the major networks for the six-month period totalled \$37,947,000, an increase of 6 per cent over the \$35, 918,000 for the first half of 1937. Television drew a little nearer to the popular market, with the scheduling of regular broadcasts in several cities and retailing of home receivers for \$125 to \$150.

Against the peak levels recorded in early 1937, production figures for the first half of 1938 made poor comparisons. As new orders arrived slowly from dealers heavily stocked with new and repossessed models, producers held schedules to a minimum to avoid further inventory building. For the industry as a whole, output averaged 30 to 40 per cent below the same period of the previous year. Manufacturers in the low-priced field were able to report operations maintained at a somewhat higher rate than the average, but even in these lines production was down 10 to 25 per cent.



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Dealer response to initial showings of 1939 models led many producers to revise upward working schedules planned for the Summer and Fall. Careful to keep operations in line with actual orders, however, manufacturers preferred to lose business, if necessary, than to build up reserve stocks against potential demand. On the basis of the improved trend in inquiries and orders, the trade estimated that approximately 4,000,000 sets would be produced between July 1 and the year-end.

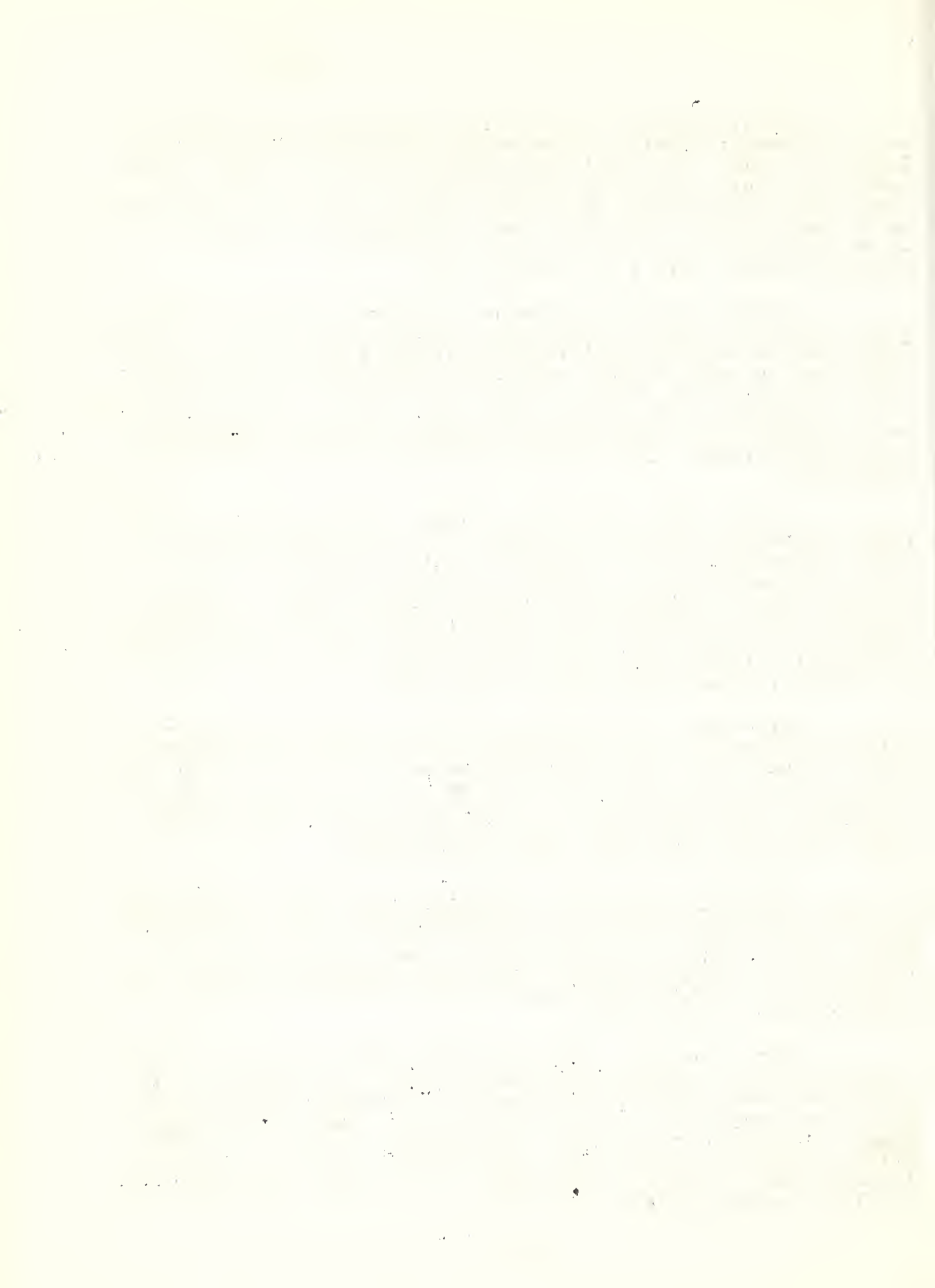
Through advertising revenue evidenced a downtrend from month to month, cumulative broadcast billings from January through July still showed substantial gain over the 1937 period. Network sales for the seven months, compiled by Publishers' Information Bureau, totalled \$42,440,323, 4 per cent more than in the previous year. Billings in the first quarter, the highest three-month total ever recorded, were responsible for the year-to-year increase; from April through July only May chalked up a gain over the 1937 comparative.

In the first six months of 1938, retail sales of radios ranged from 25 to 45 per cent below the corresponding period of 1937. Introduction of new models in July, combined with an improvement in consumer sentiment and purchasing power, helped to raise sales totals in most districts during July and August. Results for these months were generally the best so far this year. Some centers in the West and South reported volume substantially ahead of the 1937 comparative, but the average for the country as a whole remained 15 to 25 per cent under a year ago.

Price-cuts and consumer, emphasis on medium and low-priced merchandise were responsible for the sharp contraction in dollar volume in the first half of the year against the 1937 showing. Most dealers found unit sales up to or no more than 10 per cent below the previous year. Demand centered on table models ranging in price from \$20 to \$35, with low-priced combination radio and phonograph models next in popularity.

Refinements in remote control and automatic tuning were the chief sales attractions of the 1939 models. Time and energy savers in the form of program pre-selectors and remote control boxes were stressed in various lines. Further perfection of button-tuning models promised scientific accuracy in tuning. In television, new devices designed to improve both transmission and reception were featured.

Price reductions accompanied the improvements in styling and mechanization on the 1939 models. The average price of all models dropped to \$57.60 for 1938-1939, compared with \$67.50 in the season preceding, and \$65 two years ago, according to Radio Today. A separate compilation for consoles, showing an average price of \$100.50 against \$116 on 1938 lines, indicated that the larger volume of small table models was not alone responsible for the lower average price.





Stability in the price structure was counted upon through new fair trade contracts submitted to dealers by manufacturers. These established the maximum amount that might be deducted from the list price for trade-ins or any other reason. Following the price demoralization of the first part of the year, the new regulations were regarded by producers and dealers alike as a significant step forward.

More careful supervision of credits and an improvement in consumer income contributed to a quickening of retail collections during July and August. Repossessions fell off sharply. Manufacturers and wholesalers ~~el~~assed payments as fair to satisfactory, despite a continued sluggishness in some retail accounts.

During the first seven months of 1938, the number of applications by radio manufacturing concerns for reorganization under Section 77-B compared rather unfavorably with last year. There were 4 such applications this year in seven months, compared with 5 in all of 1937, 4 in each of the two preceding years (1936 and 1935), and 1 in 1934. Since the New Bankruptcy Act became operative, a total of 18 cases have been recorded.

Failures during the seven months also showed an increased rate, a total of 45 making the monthly average 6.4, compared with 4.3 per month in 1937. Approximately half of this year's failures, however, occurred during January and February, the monthly average from March through July dropping to 4.8

Complete insolvency record for the radio industry from 1930 to July, 1938, inclusive, as compiled by Dun & Bradstreet, Inc., shows:

#### MANUFACTURERS

Year	Number	Liabilities
1930. . . . .	40	\$3,522,400
1931. . . . .	35	4,088,445
1932. . . . .	39	2,039,000
1933. . . . .	31	3,705,529
1934. . . . .	12	1,244,000
1935. . . . .	7	156,000
1936. . . . .	6	274,000
1937. . . . .	5	109,000
1938* . . . . .	6	385,000

#### WHOLESALE AND RETAILERS

Year	number	Liabilities
1930. . . . .	217	\$2,071,392
1931. . . . .	160	4,979,359
1932. . . . .	164	1,969,000
1933. . . . .	109	1,813,980
1934. . . . .	48	2,296,000
1935. . . . .	48	450,000

The first part of the paper is devoted to a general discussion of the problem. It is shown that the problem is of great importance in the theory of the structure of the atom. The second part is devoted to a detailed analysis of the results of the experiments of Rutherford and his colleagues. It is shown that the results of these experiments are in good agreement with the theory of the structure of the atom.

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Year	Number	Liabilities
1936. . . . .	48	\$ 547,000
1937. . . . .	46	517,000
1938* . . . . .	39	271,000

—(\*) January to July, inclusive

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#### CROSLEY MAY ENTER AUTOMOBILE FIELD

The Crosley Radio Corporation, Cincinnati, has called a special meeting of stockholders September 23 to vote on a proposed amendment of incorporation articles to permit possible entry in the automobile field.

Letters sent to shareholders said the purpose of the amendment was to "broaden the activities in which the company is authorized to engage, so that the company will be able if conditions warrant, to enter the automobile industry, when \* \* \* such entry appears desirable."

The amendment proposes to drop the name "radio" from the company title.

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#### KCMO WINS THREE-CORNERED FIGHT FOR 1450kc.

KCMO, of Kansas City, Mo., this week won a three-cornered scrap for 1450 kc. when the Federal Communications Commission granted its application for a construction permit to change from 1370 to 1450 kc., install a directional antenna for night use, and increase power from 100 watts to 1 kw., unlimited time.

At the same time the FCC denied the applications of L.L. Coryell & Son, and KFOR, both of Lincoln, Nebr., for the same wave-length.

In its grounds for decision the Commission said:

"The granting of the Cornbelt Broadcasting Corporation KFOR application would not have the effect of establishing or augmenting competitive conditions. Under such circumstances, the Commission will not authorize additional facilities unless a compelling public need is shown. This applicant failed to show a compelling need for the service proposed to be rendered on the frequency applied for.

"The showing made by L.L. Coryell and Son as to the public need in the Lincoln area for the service proposed on the frequency

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1. The first part of the paper is devoted to a general discussion of the problem of the origin of life.

2. The second part of the paper is devoted to a detailed discussion of the problem of the origin of life.

3. The third part of the paper is devoted to a detailed discussion of the problem of the origin of life.

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1450 kilocycles was not sufficiently strong as to justify the Commission in departing from its allocation values.

"Granting the application of KCMO Broadcasting Company will not result in interference to any existing station nor will it cause impairment to the service of existing Kansas City stations.

"Although the service of KCMO, operating at nighttime as proposed, will be limited within the 4.1 millivolt per meter contour, a compelling need exists to afford the people of the Kansas City area the meritorious program service of this existing station and granting the application will tend toward a fair, efficient and equitable distribution of radio facilities."

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#### MINTON SAYS BIG PAPERS WOULD MUZZLE RADIO

Senator Minton (Democrat), of Indiana, speaking at Louisville last week renewed his criticism of newspapers and their publishers, saying that "big town papers like the Chicago Tribune" had sought "to censor free speech on the radio."

Minton announced his speech as a reply to a radio address three weeks ago by Col. Robert R. McCormick, publisher of the Tribune. Col. McCormick called Senator Minton "the outstanding spokesman for a Government censorship of newspapers."

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#### FATHER CURRAN ASKS REMOVAL OF MCNINCH

The Rev. Edward Lodge Curran, president of the International Catholic Truth Society, 407 Bergen Street, Brooklyn, sent a telegram Sunday night to President Roosevelt asking him to remove Frank R. McNinch, chairman, from the Federal Communications Commission on the ground that he had failed to conduct a forthright investigation of "the radio monopoly" and was "purging" from his staff commission aides determined to press the investigation.

"The loyal members of the commission, to whom Chairman McNinch objects, are determined not to be a party to his subtle efforts to minimize and, if possible, to nullify your own public demands for a thorough and genuine investigation of the admitted unsavory conditions existing in radio broadcasting," Father Curran said in his message.

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The World Wide Broadcasting Corporation, of Boston, which operates WIXAL, has applied to the FCC for a construction permit to build a new international broadcast station for operation on 11730 and 15130 kc. with 20 kw. power.

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describes the general situation  
of the country and the  
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It also mentions the  
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The second part of the report  
deals with the  
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government is facing.

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3. The third part of the report

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describes the general situation  
of the country and the  
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It also mentions the  
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The fifth part of the report  
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describes the general situation  
of the country and the  
state of the economy.  
It also mentions the  
main problems which  
the government is facing.  
The seventh part of the report  
deals with the  
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problems which the  
government is facing.

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## PARLEY HELD ON RULES FOR LOW-WAVE DEVICES

Chief Engineer E. K. Jett, of the Federal Communications Commission, held a conference this week with representatives of the Radio Manufacturers Association and various manufacturers on proposed FCC regulations to cover the numerous low frequency radio devices. The objective of the proposed rules is to prevent the growing use of low frequency radio devices from causing interference with radio reception.

The Radio Manufacturers Association was the first organization called on at the conference. G. E. Gustafson, of Chicago, chairman of a special RMA engineering committee, expressed approval of the proposed rules and regulations. Other members of the committee were J. E. Brown, E. T. Dickey, L. C. F. Horle, David Grimes, and A. F. Van Dyck.

About seventy-five engineers, scientists and commercial representatives attended the conference. There were representatives of the National Association of Broadcasters, telephone diathermy, railroad signal and other interests. Chief Engineer Jett and Assistant Chief Andrew Ring conducted the conference.

That the proposed rules and regulations for operation of low power radio frequency devices would be temporary, to gain experience in actual operation, was stressed by Chief Engineer Jett. He also stated that the proposed regulations did not include diathermy equipment, for which new legislative authority has been recommended by the Commission. Mr. Jett also explained that there will be no requirement for compulsory inspection and approval by the FCC of low power devices but provision only for cooperative consideration with manufacturers of such apparatus.

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## PRESIDENT AFFIRMS INTER-AMERICAN RADIO AGREEMENT

The agreement reached by the Inter-American Radio Communications Convention in Havana last December has been affirmed by President Roosevelt for the United States.

The agreement provides for establishment of an inter-American radio office to prepare radio conferences, publish the conference discussions and exchange radio data and general information.

The State Department said it was designed "for a better understanding and a raising of the standards of radio communications in the American Continent and for the improvement of engineering practice." It calls for arbitration of disputes among

THE HISTORY OF THE UNITED STATES

The history of the United States is a story of growth and change. It begins with the first settlers, who came to the Americas in search of a new life. They found a land of opportunity, but also a land of challenge. The early years were marked by conflict and struggle, as the settlers fought to establish their communities and defend their rights. Over time, the United States grew from a small colony into a powerful nation. It became a land of freedom and opportunity, where people from all over the world came to seek their fortune. The United States has a rich and diverse history, and it is a country that has made many contributions to the world. It is a country that has stood for freedom and democracy, and it is a country that has inspired people all over the world.

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the signatory States involving radio.

In addition to this country the following notions participated in the convention; Brazil, Canada, Colombia, Cuba, Chile, Dominican Republic, Guatemala, Haiti, Mexico, Nicaragua, Panama, Peru, Uruguay and Venezuela.

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#### MONOPOLY HEARINGS SET FOR OCTOBER 24

Monday, October 24, has been fixed as the date for the commencement of hearings in connection with the Federal Communications Commission's investigation into chain or network broadcasting, monopoly in the broadcasting industry. The hearings will be held at the Commission's offices in Washington, D. C.

At the hearings, it is expected that there will be represented not only the networks, licensees individually or by organizations representing various groups, such as the network affiliates and the so-called independent stations which have no network affiliations, etc., and the transcription companies, but also many persons, organizations and groups having a special interest in the investigation because of the present and future importance of radio broadcasting. It will not, therefore, be possible to estimate how long the hearing will take until after all of the responses to the notice of hearings have been filed and analyzed. As soon as possible thereafter the order in which matters will be gone into and appearances called will be decided by the committee in charge of the hearings.

The three so-called national networks, NBC, CBS, and Mutual, as well as some 15 regional networks, have been directed by letter, mailed with notices of the setting of the date of the hearings, to appear at the hearing and present evidence through qualified witnesses covering their corporate and financial history, all phases of network operations, including relations with affiliates and with each other, with advertisers and advertising agencies and with telephone and telegraph companies, as well as facts as to their ownership and control.

Companies engaged in the production and distribution of electrical transcriptions and recordings for broadcasts purposes have been requested to produce evidence at the hearing with respect to their relations with, and the extent to which they control or are controlled by, (through stock ownership, contract, or otherwise) broadcast stations and networks. The quality of such recordings and transcriptions both from the technical and the program standpoint will also be investigated. The monopoly hearings Committee believes that the growth and the extent of use of this type of program is a matter not only of interest but of great importance in broadcasting today and should be given attention in its study of the industry.

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With the notice of hearings mailed today (Tuesday) to each broadcast station licensee, a letter was sent advising all licensees that in addition to other matters to be covered the committee planned to make an exhaustive inquiry into the question of contracts, agreements and other arrangements with third parties affecting the management, operation, or control of broadcast stations. This phase of the investigation which will explore the field of so-called "lease" and "management" contracts under which persons other than authorized licensees may exercise influence over station management, operation, or control, is deemed most important. Licensees are directed to supply the Commission by September 30 with a complete verified statement as to this matter and during the course of the hearing many of them will be interrogated fully about it.

All licenses are also directed to furnish the Commission with detailed information with respect to their use of electrical transcriptions and other recordings for broadcast purposes.

Multiple ownership and concentration of control of stations in the same or affiliated interests will also be a subject of inquiry at the hearing. By direction of the Committee a questionnaire was recently sent to corporations shown by Commission records to own an interest in or exercise control over broadcast stations. Returns from this questionnaire as well as these records are expected to provide a basis for the introduction of revealing evidence bearing on this subject.

A procedure for dealing with patent and copyright questions, insofar as they affect the broadcasting industry, is now being studied by the Committee in cooperation with the Temporary National Economic Committee which was organized pursuant to the recent Congressional resolution authorizing a general monopoly investigation.

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(More see next page)



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TRADE NOTES

The Pennsylvania State Democratic Committee is sponsoring a series of radio broadcasts for the rest of the 1938 political campaign to give "the people's side of the news."

Chairman David L. Lawrence sent cards to registered Democrats which said, in part, that "since many of our newspapers refuse to give the Democratic side of any story, the Democratic State Committee will inaugurate a four-a-week radio program which will give the people's side of the news."

Following encouraging experiments with facsimile transmissions to airplanes in flight, W. G. H. Finch, president of the Finch Telecommunications Laboratories Inc., has increased the engineering staff at his Bendix, N.J., plant and has announced the purchase of a single motored monoplane to continue facsimile tests. Experimental facsimile tests between airplane and ground have been expected to be used by commercial air lines.

Beginning this week, the Chicago Herald & Examiner which recently changed from standard to tabloid size, went on the air with a daily sponsored broadcast designed to introduce Herald & Examiner feature writers to the listening public. The broadcast is heard each evening over WMAQ. With Ulmer Turner, radio editor and newscaster for the paper, handling introductions, the program will introduce many of the paper's by-line writers.

General Electric Company's Fall campaign for its Beam-a-scope radios will start the latter part of this month, using more than 100 newspapers. Maxon, Inc., is the agency.

Allegedly disseminating false advertisements for the purpose of inducing the purchase of Kolynos tooth paste, Kolynos Company, New Haven, Connecticut, is named respondent in a complaint issued by the Federal Trade Commission. The respondent company advertises in newspapers and magazines and by means of continuities broadcast from radio stations.

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LONDON

Volume 100, Part 1, 1970

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## CALCUTTA STATIONS OPENS RADIO MARKET

With the opening of the remodeled Calcutta radio station scheduled this month, more interest in radio is being shown in that section of India than ever before, according to the American Trade Commissioner. Dealers report that while this is definitely a bad period for radio sales, inquiries are more prevalent than they have been for some time. They are building up a prospect file which will, no doubt, result in increased sales during the coming cool weather months. They also state that American radios are very popular but place a lot of emphasis on the fact that American manufacturers are still trying to sell receiving sets in India without the proper wave lengths. With the completion of All-India Radio programs sometime next year, sets with the ordinary broadcast band will be useless, according to most contacts. Therefore, it is proper to again stress the fact that American manufacturers offer only those sets on the Indian market having a range from 13 to 556 meters, except, of course, those of short wave for the short wave fans.

According to one authority, the Commissioner said, automobile sets will become very popular in India in the next several years, if the various road schemes now under consideration and construction materialize as planned. However, he is of the opinion that it is much too early to embark on such a venture at this time as many of the plans cover a period of 5 to 7 years and in view of this, automobile travel across and throughout India has not become a popular everyday occurrence.

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## I.T & T. EARNINGS SHOW GAIN FOR HALF YEAR

Consolidated net income of the International Telephone and Telegraph Corporation and subsidiaries for the six months ended June 30, last, amounted to \$4,379,757 as compared with \$4,285,854 for the first half of 1937, according to a statement sent to stockholders this week by Sosthenes Behn, President.

Gross earnings included gross profit on sales amounted to \$32,792,649 for the six months ended June 30, 1938 as compared with \$30,071,973 for the corresponding period in 1937. However, taxes increased \$1,024,199 and foreign currency variations caused a charge to the income account for 1938 of a net exchange loss of \$895,241 as compared with a net exchange profit of \$385,516 for the same period in 1937. These exchange items result mainly from the translation of net current assets of foreign subsidiaries from foreign currencies into terms of U.S. dollars. Other items of expense and interest charges showed a net increase of \$321,817.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

~~CONFIDENTIAL~~ — Not for Publication

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September 23, 1938

CHAIN INQUIRY TO COVER 13 SPECIFIC POINTS

As both the networks and the Federal Communications Commission prepared this week for the opening of the FCC chain-monopoly hearing on October 24, the commission disclosed that 13 specific points will be covered in the investigation.

They are:

1. "The contractual rights and obligations of stations engaged in chain broadcasting, arising out of their network agreements.
2. "The extent of the control of programs, advertising contracts and other matters exercised in practice by stations engaged in chain broadcasting.
3. "The nature and extent of network program duplication by stations serving the same area.
4. "Contract provisions in network agreements providing for exclusive affiliation with a single network and also provisions restricting networks from affiliation with other stations in a given area.
5. "The extent to which single chains or networks have exclusive coverage in any service area.
6. "Program policies adopted by the various national and other networks and chains, with respect to character of programs, diversification, and accommodation of program characteristics to the requirements of the area to be served.
7. "The number and location of stations licensed to or affiliated with each of the various national and other networks. The number of hours and the specified time which such networks control over the station affiliates and the number of hours and the specified time actually used by such networks.
8. "The rights and obligations of stations engaged in chain broadcasting so far as advertisers having network contracts are concerned.
9. "Nature of service rendered by each station licensed to a chain or network organization, particularly with respect to amount of program origination by network purposes by such stations.

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10. "Competitive practices of stations engaged in chain broadcasting as compared with such practices in the broadcasting industry generally.
11. "Effect of chain broadcasting upon stations not affiliated with or licensed to any chain or network organization.
12. "Practices or agreements in restraint of trade or furtherance of monopoly in connection with chain broadcasting.
13. "Extent and effects of concentration of control of stations locally, regionally or nationally in the same or affiliated interests, by means of chain or network contracts or agreements, management contracts or agreements, common ownership or other means or devices, particularly in so far as the same tends toward or results in restraint of trade or monopoly."

At the same time the commission disclosed a letter it had sent to all radio networks asking that their evidence concern itself with 20 specific points of inquiry.

Based on the 13 major bases for the inquiry, the communication to the networks asks for detailed data on corporate set-ups, contracts and relations with affiliates, any tie-ups between the networks and advertising agencies, and other matters.

Of more public interest is the twentieth point on which the FCC asks evidence. It is:

"Extent of program duplication in the primary and secondary service areas of stations carrying the network programs, particularly the percentage of population in the primary service area of each network station which may receive a network program as primary service from such station and from other network stations, the percentage of secondary service area of each network station which receives a network program as secondary service from such station and from other network stations, the number and extent of such duplications and amount of duplication required for adequate service on chain programs. The primary and secondary service areas shall be considered as defined in the Commission's proposed Rules and Regulations governing standard broadcast stations and Standards of Good Engineering Practices concerning the same."

A second letter sent by the commission to all standard broadcast stations says in part:

"The Commission in its investigation under Order No. 37 plans to make a comprehensive study of all contracts, agreements and other arrangements between licensees of broadcast stations and other persons or organizations which involve the management, control,



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or, operation of such stations. You are therefore directed to file within ten days from the date hereof, in triplicate, with the Commission copies of all such contracts or agreements affecting your station and a memorandum stating the substance of any such contract, agreement, or arrangement which has not been reduced to writing, together with a verified statement setting forth in detail the manner and extent to which the same effect in practice the management, control or operation of your station. This statement should include the names and addresses of the persons or organizations who are parties to the same. Any of this information which may have already been filed with the Commission will require that you present through a qualified witness or witnesses at the hearing any further information with respect to this matter.

"If you have access to or possess any evidence bearing on any phase of the investigation which you believe should be presented for the consideration of the Commission, a notice of appearance should be filed in conformity with the notice of hearing, which is enclosed herewith.

"You are also directed to file at the same time a detailed statement, properly verified, covering the kind and amount of electrical transcriptions or other recordings your station has used and now uses for program purposes, and your past and present relations with, and extent to which through stock ownership, contract or otherwise you control or are controlled by companies engaged in producing or distributing such recordings.

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#### NBC S-W STATION GIVEN TWO MORE CHANNELS

Station W3XAL, operated by the National Broadcasting Company at Bound Brook, New Jersey, this week was granted modification of its license authorizing use of frequencies 9670 and 21,630 kc. on a temporary basis only and subject to cancellation by the FCC at any time without notice.

The grant apparently is on the same terms as the Pan American short-wave allocations made to the World-Wide Broadcasting Foundation (WIXAL) and General Electric (W2XAF and W2XAD) early this year.

Station WIXAL already was broadcasting on 17,780 and 6,100.

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The application of the United States Broadcasting Company to erect a new broadcasting station in Washington, D.C., has been dismissed by the Federal Trade Commission with prejudice

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1. The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that proper record-keeping is essential for the transparency and accountability of the organization. This section also outlines the various methods used to collect and analyze data, ensuring that the information is reliable and up-to-date.

2. The second part of the document focuses on the implementation of the proposed changes. It details the steps involved in the transition process, from the initial planning phase to the final execution. This section also addresses the potential challenges that may arise during the implementation and provides strategies to overcome them.

3. The third part of the document discusses the impact of the proposed changes on the organization's overall performance. It highlights the expected benefits, such as increased efficiency and cost savings, and provides a detailed analysis of the potential risks. This section also includes a comparison of the current state of the organization with the proposed changes, showing the expected improvements.

4. The fourth part of the document provides a summary of the key findings and conclusions. It reiterates the importance of the proposed changes and the need for continued monitoring and evaluation. This section also includes a list of recommendations for future actions and a timeline for the implementation of the proposed changes.

5. The fifth part of the document is a conclusion that summarizes the main points of the document. It emphasizes the importance of the proposed changes and the need for continued monitoring and evaluation. This section also includes a list of recommendations for future actions and a timeline for the implementation of the proposed changes.



9/23/38

## FOREIGN COUNTRIES STEAL U.S. RADIO TRADE NAMES

The Radio Manufacturers Association has been advised by several members that there is apparently an epidemic in several foreign countries of pirating of trade marks and trade names of American companies, according to Boyd Geddis, executive vice-president. Chairman Thompson of the RMA Export Committee has suggested to RMA members that they take immediate steps to protect their trade names in foreign countries at the risk of having unscrupulous native concerns steal their trade marks.

The situation has been called to the attention of U. S. Bureau of Foreign and Domestic Commerce and all possible official assistance is being given to protect American trade names abroad. The U. S. Bureau of Foreign and Domestic Commerce recently, at the request of RMA, made a world-wide survey of radio trade names .

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## FALSE TUBE CLAIM BRINGS FTC COMPLAINT

Misrepresentation of the number of tubes contained in Kadette radio sets is alleged by the Federal Trade Commission in a complaint issued against International Radio Corporation, 559 Williams Street, Ann Arbor, Michigan; Wieboldt Stores, Inc., 76 Ninth Avenue, New York.

The respondent companies allegedly advertised the sets as being equipped some with 10 and some with 11 active, fully functioning tubes necessary for the proper reception, tone, volume, and performance of such sets. According to the complaint, such representations are false and misleading in that the sets are not equipped with 10 and 11 active, necessary fully functioning tubes, but contain two or more ballast or non-functioning tubes.

It is alleged that the respondent companies have acted together and cooperated with each other in the false advertising practices charged in the complaint. Twenty days are allowed for answering the complaint.

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Internal Revenue collections of the 5 per cent federal excise tax on radio and phonograph apparatus in August 1938 were \$399,828.47, a decrease of 47.5 per cent as compared with the August 1937 excise taxes of \$761,882.87. The collections were substantially larger than those in the preceding month of July and were larger than in any month of 1938 except last June. The August excise taxes on mechanical refrigerators also showed a relative decline, the refrigerator taxes being \$418,762.09 compared with \$895,323.53 in August 1937.

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9/23/38

## CLEVELAND HAS BIG PLANS FOR EDUCATIONAL STATION

Plans for the operation of the first educational short-wave broadcasting station to be authorized by the Federal Communications Commission following the allocation of 25 ultra-high frequencies for education use are described in the current issue of "Education by Radio", organ of the National Committee on Education by Radio.

The station is being built by the Cleveland board of education and will operate on 41.5 megacycles with 500 watts power.

Describing the plans for the station, H. M. Buckley, assistant superintendent of Cleveland schools, says:

"The radio program which has been planned for the new station, WBOE, is essentially an extension and expansion of the work which has been found effective in the elementary schools. In addition, some broadcasts will be given in the junior and senior high schools, such as "The News of the Day." Some phases of administration and general supervision will be conducted over the radio. Special supervision of groups of teachers in specific subjects will be attempted.

The elementary subjects for which scripts, teacher guides, and pupil work sheets have been prepared and which will be broadcast through out the year are as follows:

Grade 1	Music	Safety	.	
Grade 2	Music	Safety	Arithmetic	
Grade 3	Music	Safety	Science	
Grade 4	Music	Healty	Science	Geography
Grade 5	Handcraft	History	Science	Spelling
Grade 6	Handcraft	Art	English	Spelling Handwriting

"The effective use of the radio in junior and senior high schools waits upon some satisfactory solution for the problem of scheduling. We expect to make recordings to determine how far they can serve as a substitute for repetitions of a given broadcast, otherwise necessary for the courses having a number of sections meeting at different hours in the same high school.

"Plans have been made to use the radio for various parent groups. These groups will need to meet in the school building because the ordinary commercial sets will not pick up the ultra-high frequency broadcasts. Adapters are coming onto the market which may overcome this handicap.

"Your Child and His School is a series which has been prepared for parents of primary pupils. These scripts are the work of the Paul Revere Curriculum Center. Parents of kindergarten and pre-school children will be given talks on the health and training of the infant.

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"It is expected that some stimulation and sense of unity may be given to such clubs as the Science Club, Art Club, Airplane Club, and the like. A single club in an individual building should find the reports of other clubs of value.

"It cannot be too strongly emphasized that all effective radio work in the schools will teach discrimination in radio listening. This implies that interesting science, rich humor, and all other cultural values will be incorporated into the school broadcasting program.

"The radio is certain to become the most effective instrument for the interpretation of the work of the schools to the community. Furthermore, since almost 50 percent of our American adult population ceased its formal education at the sixth grade level, there is an important field for the radio in adult education.

Personnel and equipment--The leading educators, not only of the United States, but of the civilized world, are quite well convinced that the radio will become increasingly significant in organized education. They are, therefore, concerned with the service that the radio can render which cannot be done as well or better without it, and they want to know the requirements in personnel and equipment for the operation of a radio station by a public school system.

"So far as practicable, the plan in Cleveland will be to conduct the station with the addition of the fewest numbers. The station is to become an instrument in the hands of the supervisory and teaching staffs. The regular staff, therefore, will be responsible for its operation, with few exceptions.

"The problem of station management in a public school system is of minor significance compared with the commercial station so far as financing, publicity, and audience are concerned. We are not now considering measurement and evaluation as a part of station management, since evaluation concerns the entire supervisory staff which make use of the station. In evaluation, we shall include a much larger factor of experienced professional judgment than has been the common practice. We desire qualitative as well as quantitative evaluation. There are many values which figures or numbers will neither reveal nor express.

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Television Station W9XAT, Minneapolis, was ruled off the air formally this week when the Federal Communications Commission refused to renew its license. The applicant, George W. Young, presented no evidence in support of his applications.

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## TELEVISION, PRESS-BUTTON TUNING FEATURE PARIS SHOW

As was true at the Radiolympia exhibit in London this fall, television receivers and push-button radio sets were the features of the Paris Wireless Exhibition this month, according to a correspondent of World-Radio, BCC organ.

"The most important feature of the attractions from the point of progress was undoubtedly television," he said. "At previous exhibitions two or three television sets had been demonstrated more or less satisfactorily, and at the Paris Exhibition last year a studio had also been shown in operation. No studio is shown at this year's exhibition, nor are spectators televised (another feature of the Paris Exhibition). There are, however, about half-a-dozen booths, containing from one to four television sets each, where demonstrations are given daily throughout the exhibition. One booth contains the exhibit of the P.T.T. and the others the exhibits of private firms. Some are provided with seats, and in others spectators are expected to walk slowly between railings in order to give more people a chance of seeing the pictures. The transmissions--the characteristics of which are 455-line pictures, 50 frames per second, wavelengths (vision) 6.52 m. and (sound) 7.14 m., power 25 kw--come from the Eiffel Tower, and consist partly of telecinema and partly direct vision.

"Apart from the demonstration booths, there were only two or three television sets on show, and even these were not priced. I made a few inquiries, but was informed that the prices had not yet been fixed. The controls on all sets were very simple, but I noticed a certain amount of distortion near the edges in some of the pictures. Both direct and indirect (mirror) reception were on view, but there did not seem to be any difference in the quality of the results.

"Some of the cheap radio sets of previous years have disappeared altogether, but the inexpensive sets of to-day incorporate many improvements that were found only in the higher-priced sets two years ago.

"The most noticeable feature of the Exhibition from the point of view of the purchaser is the prevalence of the press-button system of tuning. This system, which appeared at the Paris Wireless Exhibition two years ago in a very timid way, on one or two stalls at the most, became well in evidence at the Foire de Paris earlier this year, and it is therefore no surprise to find that it is now to be seen on every stall. The number of stations available by pressing a button varies from five to eleven, as a general rule, with another button to be pressed if free tuning is required. A press-button all-wave set cost from Frs. 1,000 upwards with a very good choice between Frs. 1,500 and Frs. 2,000. There are several varieties of automatic tuning, but it is obvious that this Press-the-button-and-we-do-the-rest system has come to stay.

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TRADE NOTES

H. K. Boice, this week announced his resignation as vice-president in charge of sales of the Columbia Broadcasting System, effective October 20. Mr. Boice's plans will be announced shortly.

Prosperous industrial and farming areas of Michigan, with a total population of more than 600,000, will receive improved service from the National Broadcasting Company beginning Sunday, September 25, when the 4-station Michigan Radio Network becomes affiliated with the NBC-Blue Network, bringing the sum total of stations affiliated with NBC to 158.

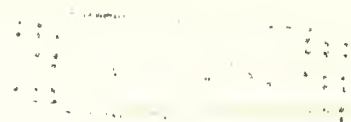
Argentina will begin receiving a new series from NBC this week when daily summaries of news in the United States were short-waved to Buenos Aires for rebroadcasting through the cooperation of Radio Splendid, powerful Buenos Aires station.

International Radio Corporation and Subsidiaries--this week reported for the year ending July 31: net income, \$99,040, equal to 52 cents each on 188,400 capital shares, compared with \$180,401, or 96 cents a share, in preceding year.

Dissemination of false advertisements concerning a medicinal preparation designated Gardner's Food Herbs is alleged by the Federal Trade Commission in a complaint issued against Gardner Remedies, Inc., Bigelow Building, Seattle, Washington. The respondent company advertises its preparation by means of radio broadcasts and in newspapers and other publications, according to the complaint.

Nearly a day's time in wages and construction work on one of the buildings at the New York World's Fair 1939 was saved this week when radio facsimile equipment, being used in test transmissions at the Fair grounds, was pressed into service to rush an urgently needed architect's drawing from Philadelphia.

The RMA board of directors will meet on Wednesday, Oct. 12, at the Hotel Roosevelt in New York City. This is the regular fall meeting of the RMA directorate to plan the association's services and working program for the coming year. Promotion activities of the association, merchandising and many other industry problems, including the new federal wage-hour law, will be considered by the RMA board.



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9/23/38

## FCC TO PROBE COPYRIGHTS IN MONOPOLY HEARING

The row between the National Association of Broadcasters and the American Society of Authors, Composers, and Publishers is likely to be aired before the FCC monopoly investigating committee during scheduled hearings.

The commission in its announcement of plans for the hearing did not mention the ASCAP directly but had this to say of the copyright situation:

"A procedure for dealing with patent and copyright questions, insofar as they affect the broadcasting industry, is now being studied by the committee in cooperation with the Temporary National Economic Committee which was organized pursuant to the recent Congressional resolution authorizing a general monopoly investigation. Representatives of both Committees agreed that such a procedure should be developed cooperatively in view of the Temporary National Economic Committee's plan to make a general study of patents and copyrights. When developments in working out such a procedure warrant, a public announcement concerning the same will be made."

Neville Miller, president of the NAB, recently addressed a letter to Senate Monopoly Committee, which set up the National Economic Committee, and asked that it look into the music copyright controversy.

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## O'CONNOR'S DEFEAT A BLOW TO RADIO FOES

The defeat of Representative John J. O'Connor, of New York, for renomination on the Democratic ticket this week brought no tears to broadcasting circles that had opposed a congressional investigation of the industry.

O'Connor, as chairman of the powerful House Rules Committee, brought out the Connery resolution toward the end of the last session after it had been bottled up for almost two years. He then tried unsuccessfully to put it through the House.

Even though he wins the election as a Republican or an independent, he will lose his place as chairman of the Rules Committee. Representative Sabath (Democrat), of Illinois, is in line for the post, but he may be passed over for a younger ranking Democrat.

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1. The first part of the report

describes the general situation of the country and the results of the survey.

The second part of the report deals with the details of the survey.

The third part of the report contains the conclusions and recommendations of the survey.

The fourth part of the report contains the appendixes.

The fifth part of the report contains the index.

The sixth part of the report contains the bibliography.

The seventh part of the report contains the list of tables.

The eighth part of the report contains the list of figures.

The ninth part of the report contains the list of maps.

9/23/38

## TWO COMMISSIONERS OUT FOR HEALTH CHECK

Chairman Frank P. McNinch, of the Federal Communications Commission, returned to Naval Hospital in Washington this week for a health examination, but it was said that he was not ill.

Physicians who attended him during his illness this summer suggested that he return for the examination. He was expected back at his office next week.

Norman Case, another member of the Commission, was expected to go to John Hopkins or a Boston hospital for an examination because of an arthritis attack. He has been absent from his office for a week due to his illness.

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## BBC READY FOR WAR-TIME OPERATION

The British Broadcasting Corporation, which supplies Britain with all its radio entertainment and news, is prepared to go on a war basis under which it will scrap all regular programs and supply news broadcasts at fifteen-minute intervals, The World's Press, news trade paper of the British press.

Although the BBC said this week is following its traditional policy of not talking for publication, the magazine says that plans have been made and the bulletins will be broadcast on a twenty-four hour basis. The BBC news program is a completely colorless, completely factual, summary of what has happened--or what has officially been said to have happened.

Already it has been decided that the normal news bulletins broadcast thrice daily, starting at 6 P.M., will be supplemented by additional broadcasts at 10:30 A.M., and 1 P.M. during the European crisis, while the normal Sunday broadcast will be supplemented by two additional news program. It is said that the BBC is prepared to switch over to a war basis at fifteen minutes' notice.

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An advertising campaign using newspapers and college football programs and alumni magazines will be run by the Atlantic Refining Company during the Fall to tie in with its broadcasts of 168 football games. Merchandising activities will seek a direct response from the radio audience and dealer support for the programs. A new type of contest in which contestants will write titles for cartoons on football will be used in the advertising copy, which will begin Sept. 28 and run for eight weeks. Prizes will include automobiles and cash. N. W. Ayer & Son, Inc., is the agency.

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[illegible]

• *Chlorophyll a* (Chl *a*) is the primary photosynthetic pigment in all photosynthetic organisms. It is a green pigment that absorbs light energy in the blue and red regions of the visible spectrum. Chl *a* is the most abundant pigment in most photosynthetic organisms.

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Figure 1. The effect of the concentration of the *Ag* on the *Ag* adsorption capacity of the *Ag*-*Ag*2S-*Ag*2S2O3-*Ag*2S2O6-*Ag*2S2O8-*Ag*2S2O10-*Ag*2S2O12-*Ag*2S2O14-*Ag*2S2O16-*Ag*2S2O18-*Ag*2S2O20-*Ag*2S2O22-*Ag*2S2O24-*Ag*2S2O26-*Ag*2S2O28-*Ag*2S2O30-*Ag*2S2O32-*Ag*2S2O34-*Ag*2S2O36-*Ag*2S2O38-*Ag*2S2O40-*Ag*2S2O42-*Ag*2S2O44-*Ag*2S2O46-*Ag*2S2O48-*Ag*2S2O50-*Ag*2S2O52-*Ag*2S2O54-*Ag*2S2O56-*Ag*2S2O58-*Ag*2S2O60-*Ag*2S2O62-*Ag*2S2O64-*Ag*2S2O66-*Ag*2S2O68-*Ag*2S2O70-*Ag*2S2O72-*Ag*2S2O74-*Ag*2S2O76-*Ag*2S2O78-*Ag*2S2O80-*Ag*2S2O82-*Ag*2S2O84-*Ag*2S2O86-*Ag*2S2O88-*Ag*2S2O90-*Ag*2S2O92-*Ag*2S2O94-*Ag*2S2O96-*Ag*2S2O98-*Ag*2S2O100-*Ag*2S2O102-*Ag*2S2O104-*Ag*2S2O106-*Ag*2S2O108-*Ag*2S2O110-*Ag*2S2O112-*Ag*2S2O114-*Ag*2S2O116-*Ag*2S2O118-*Ag*2S2O120-*Ag*2S2O122-*Ag*2S2O124-*Ag*2S2O126-*Ag*2S2O128-*Ag*2S2O130-*Ag*2S2O132-*Ag*2S2O134-*Ag*2S2O136-*Ag*2S2O138-*Ag*2S2O140-*Ag*2S2O142-*Ag*2S2O144-*Ag*2S2O146-*Ag*2S2O148-*Ag*2S2O150-*Ag*2S2O152-*Ag*2S2O154-*Ag*2S2O156-*Ag*2S2O158-*Ag*2S2O160-*Ag*2S2O162-*Ag*2S2O164-*Ag*2S2O166-*Ag*2S2O168-*Ag*2S2O170-*Ag*2S2O172-*Ag*2S2O174-*Ag*2S2O176-*Ag*2S2O178-*Ag*2S2O180-*Ag*2S2O182-*Ag*2S2O184-*Ag*2S2O186-*Ag*2S2O188-*Ag*2S2O190-*Ag*2S2O192-*Ag*2S2O194-*Ag*2S2O196-*Ag*2S2O198-*Ag*2S2O200-*Ag*2S2O202-*Ag*2S2O204-*Ag*2S2O206-*Ag*2S2O208-*Ag*2S2O210-*Ag*2S2O212-*Ag*2S2O214-*Ag*2S2O216-*Ag*2S2O218-*Ag*2S2O220-*Ag*2S2O222-*Ag*2S2O224-*Ag*2S2O226-*Ag*2S2O228-*Ag*2S2O230-*Ag*2S2O232-*Ag*2S2O234-*Ag*2S2O236-*Ag*2S2O238-*Ag*2S2O240-*Ag*2S2O242-*Ag*2S2O244-*Ag*2S2O246-*Ag*2S2O248-*Ag*2S2O250-*Ag*2S2O252-*Ag*2S2O254-*Ag*2S2O256-*Ag*2S2O258-*Ag*2S2O260-*Ag*2S2O262-*Ag*2S2O264-*Ag*2S2O266-*Ag*2S2O268-*Ag*2S2O270-*Ag*2S2O272-*Ag*2S2O274-*Ag*2S2O276-*Ag*2S2O278-*Ag*2S2O280-*Ag*2S2O282-*Ag*2S2O284-*Ag*2S2O286-*Ag*2S2O288-*Ag*2S2O290-*Ag*2S2O292-*Ag*2S2O294-*Ag*2S2O296-*Ag*2S2O298-*Ag*2S2O300-*Ag*2S2O302-*Ag*2S2O304-*Ag*2S2O306-*Ag*2S2O308-*Ag*2S2O310-*Ag*2S2O312-*Ag*2S2O314-*Ag*2S2O316-*Ag*2S2O318-*Ag*2S2O320-*Ag*2S2O322-*Ag*2S2O324-*Ag*2S2O326-*Ag*2S2O328-*Ag*2S2O330-*Ag*2S2O332-*Ag*2S2O334-*Ag*2S2O336-*Ag*2S2O338-*Ag*2S2O340-*Ag*2S2O342-*Ag*2S2O344-*Ag*2S2O346-*Ag*2S2O348-*Ag*2S2O350-*Ag*2S2O352-*Ag*2S2O354-*Ag*2S2O356-*Ag*2S2O358-*Ag*2S2O360-*Ag*2S2O362-*Ag*2S2O364-*Ag*2S2O366-*Ag*2S2O368-*Ag*2S2O370-*Ag*2S2O372-*Ag*2S2O374-*Ag*2S2O376-*Ag*2S2O378-*Ag*2S2O380-*Ag*2S2O382-*Ag*2S2O384-*Ag*2S2O386-*Ag*2S2O388-*Ag*2S2O390-*Ag*2S2O392-*Ag*2S2O394-*Ag*2S2O396-*Ag*2S2O398-*Ag*2S2O400-*Ag*2S2O402-*Ag*2S2O404-*Ag*2S2O406-*Ag*2S2O408-*Ag*2S2O410-*Ag*2S2O412-*Ag*2S2O414-*Ag*2S2O416-*Ag*2S2O418-*Ag*2S2O420-*Ag*2S2O422-*Ag*2S2O424-*Ag*2S2O426-*Ag*2S2O428-*Ag*2S2O430-*Ag*2S2O432-*Ag*2S2O434-*Ag*2S2O436-*Ag*2S2O438-*Ag*2S2O440-*Ag*2S2O442-*Ag*2S2O444-*Ag*2S2O446-*Ag*2S2O448-*Ag*2S2O450-*Ag*2S2O452-*Ag*2S2O454-*Ag*2S2O456-*Ag*2S2O458-*Ag*2S2O460-*Ag*2S2O462-*Ag*2S2O464-*Ag*2S2O466-*Ag*2S2O468-*Ag*2S2O470-*Ag*2S2O472-*Ag*2S2O474-*Ag*2S2O476-*Ag*2S2O478-*Ag*2S2O480-*Ag*2S2O482-*Ag*2S2O484-*Ag*2S2O486-*Ag*2S2O488-*Ag*2S2O490-*Ag*2S2O492-*Ag*2S2O494-*Ag*2S2O496-*Ag*2S2O498-*Ag*2S2O500-*Ag*2S2O502-*Ag*2S2O504-*Ag*2S2O506-*Ag*2S2O508-*Ag*2S2O510-*Ag*2S2O512-*Ag*2S2O514-*Ag*2S2O516-*Ag*2S2O518-*Ag*2S2O520-*Ag*2S2O522-*Ag*2S2O524-*Ag*2S2O526-*Ag*2S2O528-*Ag*2S2O530-*Ag*2S2O532-*Ag*2S2O534-*Ag*2S2O536-*Ag*2S2O538-*Ag*2S2O540-*Ag*2S2O542-*Ag*2S2O544-*Ag*2S2O546-*Ag*2S2O548-<

• *Staphylococcus aureus* • *Staphylococcus epidermidis* • *Staphylococcus saprophyticus* • *Staphylococcus sciuri* • *Staphylococcus* spp.

503. 1900

*Journal of Management Studies*, 19(1), 67-80.

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9/23/38

## S-W LISTENERS GET NEWS FIRST HAND THESE DAYS

While the major networks are doing an excellent service in bringing news reports to the American nation on the international situation, short-wave listeners have had the advantage of being able to tune in directly to the principal capitals concerned for almost constant news announcements or official statements.

With the return of colder weather reception of broadcasts from Europe has been clear and loud. An interested listener could tune in Prague, Berlin, Rome, London, and Paris at almost anytime of the night and hear some news regarding the Czech crisis.

The networks, however, have been alert to the news interest in the European situation and have carried direct broadcasts from the capital involved as well as almost continual news flashes and comments.

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## BROADCASTERS AND "HAMS" AID IN NEW ENGLAND FLOOD

Broadcasting stations and scattered amateur radio operators played an important role this week in gathering and disseminating news on the disastrous storm and flood that swept New England.

Typical of the service was the activity of Station WJZ, New York, which broadcast eye-witness reports on flood conditions from strategic points over New England.

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The ideas of dealers on the amount of money spent in national advertising by a company whose products they handle vary widely, if a contest conducted by RCA-Victor can be taken as an example. The company recently offered awards for the best guesses as to how much money it has spent in the last ten years in advertising, in which the RCA-Victor name or the trade-mark or Nipper, the dog listening to "His Master's Voice," appears. Guesses ranged from \$1,034 to \$300,000,00. And possibly with his tongue in his cheek, one dealer guessed the staggering figure of \$88,000,000. The winners will be announced next week.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL** — Not for Publication

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No. 1161



September 27, 1938

## PRESIDENT WOULD DIRECT RADIO IN CASE OF WAR

As war clouds gather over Europe again, broadcasters of this country for the first time are studying provisions of the Communications Act which deal with the operation of radio stations during a war in which the United States is engaged.

The President would be the supreme dictator of broadcasting and radio communication facilities in the event of war involving this nation.

All present rules of the Federal Communications Commission could be suspended or amended by executive order of the Chief Executive.

Broadcasters who comply with the order, however, would be freed of responsibility for any civil or criminal penalties that existing laws could provide, and they would be compensated for their facilities by a congressional appropriation.

Presumably the FCC would retain its administrative function and the President probably would act through it.

Just how far the President might go in exercising censorship over the material broadcasts is conjectural. Broadcasting, as it exists today, was unknown when the United States was in the World War so that there are no precedents.

The President, however, would be empowered to close any stations he saw fit without hearing or he could turn over the facilities to a government department for use.

The test of the section (606) of the Communications Act dealing with the war emergency powers of the President follows:

(a) "During the continuance of a war in which the United States is engaged, the President is authorized, if he finds it necessary for the national defense and security, to direct that such communications as in his judgment may be essential to the national defense and security shall have preference or priority with any carrier subject to this Act. He may give these directions at and for such times as he may determine, and may modify, change, suspend, or annul them and for any such purpose he is hereby authorized to issue orders directly, or through such person or persons as he designates for the purpose, or through the Commission. Any carrier complying with any such order or direction for preference or priority herein authorized shall be exempt from any and all provisions in existing law imposing civil or criminal penalties, obligations, or



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liabilities upon carriers by reason of giving preference or priority in compliance with such order or direction.

(b) "It shall be unlawful for any person during any war in which the United States is engaged to knowingly or willfully, by physical force or intimidation by threats of physical force, obstruct or retard or aid in obstructing or retarding interstate or foreign communications by radio or wire. The President is hereby authorized, whenever in his judgment the public interest requires, to employ the armed forces of the United States to prevent any such obstruction or retardation of communication: Provided, That nothing in this section shall be construed to repeal, modify, or affect either section 6 or section 20 of an Act entitled "An Act to supplement existing laws against unlawful restraints and monopolies, and for other purposes," approved October 15, 1914.

(c) "Upon proclamation by the President that there exists war or a threat of war or a state of public peril or disaster or other national emergency, or in order to preserve the neutrality of the United States, the President may suspend or amend, for such time as he may see fit, the rules and regulations applicable to any or all stations within the jurisdiction of the United States as prescribed by the Commission and may cause the closing of any station for radio communication and the removal therefrom of its apparatus and equipment, or he may authorize the use or control of any such station or its apparatus and equipment by any department of the Government under such regulations as he may prescribe, upon just compensation to the owners.

(d) "The President shall ascertain the just compensation for such use or control and certify the amount ascertained to Congress for appropriation and payment to the person entitled thereto. If the amount so certified is unsatisfactory to the person entitled thereto, such person shall be paid only 75 per centum of the amount and shall be entitled to sue the United States to recover such further sum as added to such payment of 75 per centum will make such amount as will be just compensation for the use and control. Such suit shall be brought in the manner provided by paragraph 20 of section 24, or by section 145 of the Judicial Code, as amended."

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#### HOME OF COMMISSIONER CASE RAZED BY FLOOD

The Providence home of Commissioner Norman S. Case was destroyed last week by the flood which followed the hurricane in New England, according to an unofficial report to the Federal Communications Commission.

Commissioner Case, who has been ill, left the house only twenty minutes before it was swept away, the report stated.

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1. The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that proper record-keeping is essential for the transparency and accountability of the organization. This section also outlines the various methods used to collect and analyze data, ensuring that the information is reliable and up-to-date.

2. The second part of the document focuses on the implementation of these practices across different departments. It provides a detailed overview of the roles and responsibilities of each team, as well as the specific steps required to ensure compliance with the established protocols. This section also addresses any challenges that may arise during the implementation process and offers strategies to overcome them.

3. The third part of the document discusses the ongoing monitoring and evaluation of the system. It highlights the need for regular audits and reviews to ensure that the system remains effective and efficient. This section also outlines the process for identifying and addressing any issues that may arise, ensuring that the system is continuously improved.

4. The final part of the document provides a summary of the key findings and conclusions. It reiterates the importance of maintaining accurate records and the need for ongoing monitoring and evaluation. This section also offers recommendations for future improvements and provides a clear path forward for the organization.

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## EXAMINER ACQUITS APPLICANT OF MORAL TURPITUDE

In recommending that the Federal Communications Commission grant a construction permit to Harold H. Thoms, of Asheville, N.C., Examiner George H. Hill this week acquitted the applicant of any moral turpitude although the FCC early this year refused the grant.

Because Thoms was convicted of a North Carolina statute because of something he published in the Asheville Daily News during a bitter political campaign, the commission held that he lacked "the character and qualifications required of a licensee".

The case went to the courts but was remanded to the commission with its consent for a further hearing on the single issue of the applicant's character.

After a number of the town's leading citizens came to Thoms' defense, the examiner found that the conviction involved no moral turpitude and that Thoms was of good character and reputation.

There is now one situation in Asheville, WWNC, Thoms' application is for 1370 kc. with 100 watts power, unlimited time.

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## STATION URGED AS SAFEGUARD AGAINST DISASTERS

Construction permits for a special emergency fixed radio communication station and an emergency portable-mobile unit were recommended to the Federal Communications Commission this week by Examiner Robert L. Irwin for the Southern California Edison Company.

"Earthquakes, high winds, sleet storms, floods and brush fires at times are consistent sources of disruption of the applicant's transmission system," the examiner said. "In order that the applicant may be in a position to restore its service as rapidly as possible it proposes to establish sixteen special emergency fixed stations and forty special emergency portable-mobile stations, each to be located in a given area over the applicant's territory. It is expected that if this service is inaugurated, the public will be afforded a more efficient transmission system during emergencies. In addition, it has been shown that the applicant's system would be an effective element in a general aero alarm system in the event of a national emergency."

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A new folder listing all broadcasting stations in the United States and Canada has been issued by the National Broadcasting Company. The folder also shows the assignment of frequencies by the FCC to various services from 10 kc. to 300 megacycles.

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## MCGRADY LAUDS ARBITRATION IN LABOR DISPUTES

Voluntary arbitration of industrial disputes is the only rational solution to the American capital-labor problem. Edward F. McGrady, former assistant Secretary of Labor and now voice president of RCA and a director of NBC, declared Tuesday in a dinner given at his honor in New York by the American Arbitration Association.

"Industrial peace is not a God-given product," he said. "It must be cultivated and worked for constantly. Let me put it this way. Conciliation, mediation and voluntary arbitration are the marks of civilization. They are the enemies of distrust and force. They do away with the fang and the claw.

"The time is here for the universal institution of mediation, conciliation and voluntary arbitration as the methods for settling industrial disputes. An agreement reached on equitable grounds is far better than one arrived at by force or legal technicality."

Mr. McGrady praised the work of the American Arbitration Association in settling labor disputes.

"For thirteen years now," he said, "this association has been promoting the use of peaceful and voluntary arbitration in the commercial field, that is, among business firms and groups, throughout the United States. That the association's work has been successful goes without saying; but what is more to the point is the fact that, annually, many millions of dollars have been saved for American business through the use of arbitration to avoid the enormous waste that results from litigation.

"Commercial practices of whole industries have been changed and improved through the good offices of this Association. Good will has replaced rancor, goods have moved, employment has been maintained, and profits have been made in hundreds of cases where lawsuits would have meant stagnation of business and long-lasting ill feeling."

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## REGIONAL NET OPENED IN NEW YORK STATE

A new regional New York State radio chain was established Sunday when the newly organized Empire State Network got under way. Comprised of six up-State stations, it is headed by Harold E. Smith, who is organizing a complete sales organization. The stations include WABY and WOKO, Albany; WIBX, Utica; WMBO, Auburn; WSAY, Rochester, and WBNY, Buffalo.

Mr. Smith's first move was to appoint the Loew-owned metropolitan station, WHN, as the only New York City outlet for the network programs.

*Schizothorax*

...and the *Journal of the American Medical Association* (JAMA) ...

1. *Phragmites* (common)

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The deal designating WHN as exclusive New York outlet was consummated by Mr. Smith; Herbert L. Pettey, associate director, and Frank Roehrenbeck, general manager of the Loew station.

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#### EDITOR & PUBLISHER EXPLAINS RADIO NEWS BANS

The point of view of publishers who have eliminated all radio news and publicity columns from their newspapers is explained in the following editorial in Editor & Publishers, just out:

"More than 100 newspapers are said to have discontinued publication of radio comment columns. There have been several reasons, both editorial and commercial, for this step. First is that too many of the columns had degenerated from news and critical comment to a haven for handouts. Second is that publication of these columns, free in newspapers, has been used as an inducement by radio salesmen for the creation of radio advertising. Third has been the need for drastic economy in newspaper operation, in directions which would have the least harmful effect upon the newspapers' reader service.

"In our opinion, there has been news in the radio industry from the beginning. There is news in radio programs, though we can find little enough under the present method of eliminating almost all identifying characteristics. The problem has arisen solely because advertisers using the radio, and their advertising agencies, have not regarded newspaper mention as news, but as an element of commercial value.

"A service rendered purely for the benefit of readers has been converted by competitive elements into a sales weapon. An advertiser who has used newspaper space is solicited by the radio salesman with the argument that he can divert his appropriation from newspaper space, get the benefit of radio time and at the same time retain his character in newspapers through news mentions in the radio columns. We have heard it argued to such an advertiser that his radio time cost him nothing, if the free space in newspapers were measured at space rates!

"What advertising value these program and column mentions have, we nor anybody else, can say with conviction. If they do sell goods, as the time salesmen and agencies claim, it seems to us that the advertising agency and all its works can be plausibly called a tremendous economic waste. If these puffs are commercial advertising, of value of the firms they mention, why bother with pictures, color, psychology, market surveys, and all the rest of the trappings that keep advertising agencies busy?

"The answer is that puffs don't sell goods. They give their subject a sense of public importance, flatter his vanity, and help



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to sell him the idea of something for nothing. Experience has demonstrated that there is much more to advertising than mere mention of name. There are sound reasons for market investigations, technical skill in attracting readers, and for most other agency services. There is no sound basis in commerce or ethics for the promise or donation, in conjunction with a radio contract, of free newspaper space.

"Newspapers which eliminate the abuse of their advertising and reader confidence are not boy-cotting radio, in any sense. They are cutting from their own structure a service which had been perverted to their disadvantage, and which has become a fraud on their readers. They are making radio stand on its own feet as an advertising medium. We haven't heard the end of the story yet, but we don't believe newspapers will retrace that step."

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#### FCC EXPEDITES EMERGENCY APPLICATIONS

The Federal Communications Commission this week called the attention of all licensees of radio facilities in the Middle Atlantic and New England States to the fact that the Commission will expedite the consideration of all requests from existing stations for operation beyond the terms of the licenses for rendering assistance in the emergency existent by reason of the hurricane and floods in certain of these states. Many requests for special operation have already been received and handled promptly.

Rule 23 of the Commission's Rules and Regulations provides for emergency communication beyond and above those authorized by the license during a period of emergency where normal communication facilities are disrupted. Under this rule broadcast stations may handle messages concerning safety of life and property, amateurs may engage in the transmission of such messages and other stations may communicate to points not specified in the license, and in general stations may engage in whatever operations are required to best assure safety of life and prevention of loss of property.

Those persons possessing radio facilities near these areas who from experience know that they may be of assistance in the work but have not been able to make use of the facilities due to failure to contact the responsible parties engaged in the emergency work, may contact the Commission for any requests they have for the use of such facilities in the area.

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Announcement was made this week of the selection of the 1937-38 Sales Promotion Campaign of the Mutual Broadcasting System as one of the fifty direct mail leaders of 1938 by Direct Mail Advertising Association Headquarters, Pennsylvania Hotel, New York.

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## RADIO, PRESS PROMOTING WAR, SAYS PREACHER

"Exploiters of patriotism" are trying to draw America into another world conflict, the Rev. Orris G. Robinson charged Sunday from the pulpit of Calvary Methodist Episcopal Church, Washington, D.C.

"Let us resolve to explode the hollow lies and shams of these 'exploiters of patriotism,'" urged the clergyman, adding, "I have it on good authority that there was begun in this country a short time ago, with the co-operation of the press and radio, a wide educational campaign to change the public's attitude regarding war.

"Recalling the war hysteria of '17 and '18, he told the congregation that lest we forget, "overnight, through the propaganda of press, pulpit and Wall Street, we were swept into a self-made hell. Our resources were given freely for a pound of fish, never to be collected."

"Lest we forget," he concluded, "civilization is again at stake, with these 'exploiters of patriotism' and war-madness again at work. As Christians, we must see that such a debacle does not happen again."

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## RADIO OFFERS ONLY OUTLET FOR PRAGUE NEWS

With all wire communications cut off, the only news that came out of Prague regarding the Czechoslovakia crisis over the week-end was by short-wave radio. A broadcast from Prague on Sunday, in fact, aroused Hitler to make a reply to the German people via radio on Monday. By this time, however, wireless communication had been restored.

The government short-wave radio station at Prague, Czechoslovakia, whose call letters are OLR4A, stayed on the air without interruption again Saturday, the New York Times noted, repeating its performance of Friday when news bulletins were announced at regular intervals and occasional messages of importance were broadcast in the midst of musical numbers.

During the afternoon and early evening the station was on antenna that "beamed" its waves to Central European listeners. During this period its broadcast, which on Friday were in Czech, Slovak, Ruthenian and English, were made in Central European languages.

At 7:40 p.m., however, the station bade farewell to its European listeners and changed its antenna to beam its waves to listeners in "North America and Canada," as the announcement had it. The first news broadcast of the evening for American listeners was at 7:55 p.m.





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Between announcements of actions taken by the Czech Government in the Sudeten crisis and of air-raid precautions and military moves, the station broadcast musical numbers. In the midst of these it broadcast a program of swing music by an American Negro swing band, currently engaged at one of the so-called "subterranean cafes"--cellar cafes without windows.

The station was heard in this country on 25.34 meters, 11.83 megacycles. During the evening and the early morning until 4 a.m. its signals are heard without perceptible interference. At 4, however, the signal fades and interference makes the announcements unintelligible.

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#### BBC WOULD ENTERTAIN IN CASE OF WAR

It is believed the British Broadcasting Corporation has completed its plans for the organization of musical and other entertainment programs would continue on the air because suspension might demoralize the public, the New York Times reports from London.

If there is another war the conflict probably will extend to the air in transmissions of propaganda to foreign countries and in efforts to jam hostile transmitters.

The wave length in the medium wave band is particularly liable to interference so the use of ultra-short waves for news broadcasts is being considered.

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Lieut. James L. Kelley, 40, builder and director of WPDW, Washington police radio station, this week was demoted to private and placed on foot patrol duty by Maj. Ernest W. Brown, chief of police.

Kelley, termed "one of the best radio men in the country" by Inspector L. I. H. Edwards, assistant superintendent of police, personally drew the plans and installed the police radio system in 1930. He saved the District nearly \$100,000 by his knowledge and ability to manufacture radio transmitters and receivers.

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:::  
 ::: TRADE NOTES :::  
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Two minutes before the CBS network was to close down at 2 a.m. Monday, word came from the State Department sources and the staff of WJSV, CBS Washington station, that a crucial message from President Roosevelt would be available for broadcast an hour later. In those two minutes arrangements were completed to keep the network on the air throughout the U.S. Thus Columbia, and its international shortwave transmitter W2XE, were the only facilities on the air to carry the peace plea at 3 a.m.

Continued decrease in American radio exports was reflected in the latest July 1938 report of the U.S. Bureau of Foreign and Domestic Commerce. The July export decrease was 38 percent, total radio exports in July amounting to \$1,620,670 compared with \$2,624,569 in July 1937.

Fifteen years of service to radio were celebrated last Thursday by Alfred J. McCosker, president of WOR and chairman of the board of the Mutual Broadcasting System.

A series of broadcasts dealing with the lives of eminent Catholic literary figures of the last half century has been announced as one of the major features of the course in radio work to be offered at Catholic University, Washington, during the coming year.

Station WOL last week started broadcasting from its new \$50,000 transmitter in Chillum, Md., on 1,230 kilocycles with 1000 watts of power.

The station formerly broadcast on 1,310 kilocycles with 100 watts power.

William H. Priess, president of the International Television Radio Corporation, Jersey City, N.J., has announced that the corporation has completed an arrangement with the investment firm of Mayhew & Reilly, of New York and Washington, for the distribution of 1,000,000 shares of its \$1 par value common stock.

The issue has been registered with the Securities and Exchange Commission and public offering will be made by the underwriters in the near future.

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1. The first part of the paper is devoted to a general discussion of the problem of the origin of life. It is shown that the problem is one of the most important and most difficult in the history of science.

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## NBC PLANS COMPLETE LATIN AMERICA SCHEDULE

The most comprehensive schedule of American shortwave broadcasts to Latin America ever attempted will be launched by the National Broadcasting Company as a result of assignment by the Federal Communications Commission to NBC of two new shortwave frequencies, it was announced this week by Frank E. Mason, NBC vice-president and director of the International Division.

The two additional frequencies, 9670 kilocycles or 31.02 meters, and 21,630 kilocycles or 13.76 meters, fill out NBC's complement of wavelengths necessary to render year-round day and night service to Latin America as well as European listeners on a regular schedule.

The assignment of the new frequencies, which were made available for international broadcasting by the Cairo radio conference earlier this year, follows the rapid increase in the popularity of NBC's programs with foreign listeners. As evidence of this, letters received by NBC's shortwave stations W3XAL and W3XL have increased tenfold in the past few months, with particular tribute being paid to the news broadcasts in six languages.

Listeners in all parts of the world, and particularly in Europe, have written NBC that these American news reports provide a most trustworthy source of information, as European news distribution is generally subject to government control.

The new 21,630 kilocycles frequency will be used by NBC during the daytime to carry to Latin America the programs which are now beamed toward Europe on 17,780 kilocycles in English, French, German and Italian. All of these nationalities have large representation in South America.

The new 9670 kilocycle frequency will be used to put a better signal into the lower half of South America during evening hours, while the present 6100 kilocycle frequency will be concentrated during the same hours on Latin American listeners nearer to the United States. The same programs, broadcast in English, Spanish and Portuguese, will be heard on these two frequencies.

Operation on the new frequencies will begin immediately, Mr. Mason said. New directional antennae will be installed as quickly as possible so that maximum efficiency in transmission in transmission may be obtained.

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## I.T.& T. STOCKHOLDERS GET POSTAL PLAN

The international Telephone and Telegraph Corporation has agreed to submit to its stockholders for their approval that part of the plan submitted by the various bondholders committees of the Postal Telegraph and Cable Corporation for the reorganization of the corporation, which contemplates under a holding company set-up the continuance of the relations between All American Cables and the Commercial Cables and Mackay Radio interests which have existed since before 1938. The acceptance of the plan of the I.T. T. is subject to the consummation of various traffic agreements.

The plan contemplates that the I.T.T. will hold two-thirds of the stock interest in the joint cable and radio properties and that the one-third stock interest will be distributed to Postal bondholders. The Postal bondholders will also receive \$8,107,228. of 4% cumulative income debentures of the Commercial Cables and Mackay Radio properties, and the I.T.T. will receive \$3,293,561. of 4% Cumulative income debentures of the All America Cables properties, and the Postal bondholders will receive \$1,013,403. of All America Cables debentures.

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## RADIO "HAMS" AND STUDY OF RADIO

American radio amateurs in thirty States have enabled Harvard scientists to learn new facts about the behavior of the electrified "E" layer some seventy-four miles above the earth, according to Science Service.

Transmission on the ultra-high frequency band of fifty-six to sixty megacycles, a band contemplated for television transmission, has been found to have amazingly long pick-up, 2,500 miles in an extreme case.

More than 700 contacts between amateurs on this band on the night of June 5 showed receptions of these supposed line-of-sight frequencies over distances of 600 miles in many cases. In exceptional cases reception was obtained over distances of over 1,400 miles, report J.A. Pierce and H.R. Mimmo of Cruft Laboratory, Harvard University, in the Physical Review, published today.

Working with amateur contacts assembled by the American Radio Relay League, the Harvard scientists, from the data thus gathered, discovered that two happenings on June 5 led to the amazing distance or DX, reception.

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**HEINL RADIO BUSINESS LETTER**

2400 CALIFORNIA STREET

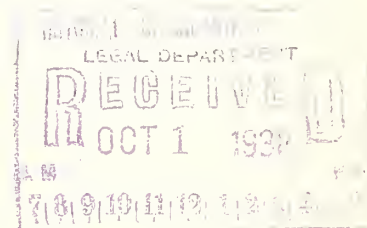
WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**

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#### RADIO RECOGNITION SEEN IN GEDDES A.T.A.E. ELECTION

Bond Geddes, Executive Vice-president of the Radio Manufacturers Association, has been elected to the board of directors of the American Trade Association Executives, the national organization of trade associations. This is a high honor for Mr. Geddes and also recognition of RMA. At the recent national convention of the trade organization at Pittsburgh, Mr. Geddes was one of the six directors chosen for the governing board of organized industry.

Although composed of over 500 commercial bodies representing the automobile, steel, agriculture, aluminum, chemical and other essential industries, the American Trade Association through the election of Geddes will have a representative of the radio industry on its directorate for the first time. Also his selection was due to the fact that he has been active in the legislative and committee work of the national and also Washington organization of trade association executives.

Mr. Geddes has been in charge at the Radio Manufacturers Association now for 11 years. Before that he was manager of the Washington Bureau of the United Press and political news chief at the Capitol for the Associated Press. He served his newspaper apprenticeship on the Omaha Bee, Los Angeles Times, and other papers. Mr. Geddes is also a lawyer and a member of the D.C. Federal Bar Association.

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#### BBC LIFTS BAN ON BROADCAST RECORDINGS

The British Broadcasting Corporation this week announced that because of the importance of Prime Minister Neville Chamberlain's address to the world, it had suspended its long-standing ban on recordings of a broadcast speech--the ban that prevented the sale in London of phonograph records of King Edward VIII's farewell message.

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## GERMAN TELEVISION SERVICE EXTENDED TO MUNICH

The German television-telephone service which has been in operation between Berlin, Leipzig, and Nurnberg for some time already has now been extended to Munich. The service was opened to the general public on July 13, at 8 a.m.

"The picture seems to have improved, the World-Radio observes. "The image is now black and white, although the added brilliance makes the flicker from the 25 frames more noticeable. 180-line definition has been adhered to, as this is the standard for all German television-telephony.

"The introduction of a loud-speaking telephone greatly enhanced the enjoyment and the visibility at the television-telephone. A simple arrangement is used where the moving coil loudspeaker is alternately a loudspeaker and a microphone. There is slight distortion across the picture, which tends to make one's acquaintances seem fatter and broader in the face than you know them to be. The connection between Berlin and Munich is entirely by cable.

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## REOPENING OF "BROOKLYN CASE" REQUESTED

Stations WBBC and WVFW, of Brooklyn, and the Federal Communications Commission joined this week in asking the Court of Appeals for the District of Columbia to remand for further hearing before the FCC a case involving a ruling made more than a year ago by the commission barring stations WLTH and WARD from the air.

Officials of the FCC said that the purpose of the request was to allow a new statement of fact to be prepared.

The suit arose from the efforts of the commission to untangle a snarl among four Brooklyn stations, WBBC, WVFW, WLTH and WARD, to which had been awarded a single channel, each using the channel one-fourth of the time. The stations began trying to get additional time and there were numerous hearings.

A year ago the commission decided to eliminate WLTH and WARD and give their time to WBBC. Stations WLTH and WARD took the matter to court, where it has been for more than six months.

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A new 5-kW transmitting station at Redmoss, near Aberdeen, Scotland, was put into service by the BBC on September 9, replacing the 1-kW transmitter that has been serving the Aberdeen district for fifteen years. The old transmitter's wavelength of 233.5 meters (1,285 Kc/s) is retained by the new station.

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## WISCONSIN SEEKS CHICAGO STATION'S WAVE

"The sovereign state of Wisconsin has just made application to the Federal Communications Commission, in the name of radio station WHA, University of Wisconsin, for the right to broadcast with 50,000 watts power and for unlimited hours on the 670 kilocycle clear-channel frequency now being used by WMAQ, a station in Chicago owned and operated by the National Broadcasting Company," the National Committee on Education by Radio comments. "This is the major step in a long-planned program to give the state of Wisconsin adequate facilities with which to serve its citizens day and night. The application is certain to arouse historic legal controversy which may be decided ultimately by the Supreme Court.

"The controversy centers around the question of which is more in the public interest--a commercial station admittedly putting on good programs and serving a large audience, or a state-owned station supported by public taxation and dedicated exclusively to the service of the citizens of the state. It is likely also to provide an acid test of the adequacy of present methods used by the Communications Commission in determining what constitutes the public interest, convenience, and necessity in broadcasting.

"This application represents a continuation of the tradition of pioneering in radio which Wisconsin has established. In 1919 the university began regular telephonic broadcasts, thus making WHA the oldest broadcasting station in the country. In 1922 the university broadcast what is without doubt the first music appreciation course ever to be heard on the air. The station was among the first to carry weather reports and agricultural information. It has been among the leaders in introducing other innovations.

"In making the present application, Wisconsin has no ill will for the National Broadcasting Company or for WMAQ. However, of all frequencies, the 670 kilocycle one is most practicable for Wisconsin and, therefore, under the compulsion of the present system of allocation, the state has no alternative but to seek that channel.

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The construction of the large 120 kilowatt broadcasting station at Etimesud, near Ankara, has been completed and taken over by the Government. The station broadcasts both on long and short waves. The long wave transmissions will be made on 1,629 meters and the short wave on 19.74 meters during the day and 31.70 meters at night. The long wave transmitter has been arranged so that it can broadcast from 100 to 2,000 meters. It is understood that the station will ordinarily operate on 60 kilowatts.

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## NAB HEAD LAUDS PRESS AND RADIO ON WAR NEWS

Lauding the activities of the American press and radio in their comprehensive reporting of the war crisis as the "greatest news coverage in the history of the world," Neville Miller, president of the National Association of Broadcasters, this week declared that "as a result, the American people are the most highly informed people in the world."

"Whatever direction public opinion here is taking, is based upon complete knowledge of the facts," he said. "In furnishing information from all quarters, the press and radio of America are living up to their highest ideals of service in a democracy."

"No one living or gone before has ever seen such a remarkable demonstration of enterprise in gathering and disseminating the news. We are witnessing and we are hearing the footsteps of history as it touches dangerously near the brink of war. If war is averted, it will be due largely to the force of an informed public opinion. And we have just reason to be proud of the contributions press and radio in this country are making for the world's welfare. They have shown what joint cooperation can do. And they have re-emphasized the importance of each means of communication."

"If one may risk a prophesy from their enterprise, it is this: The veil of diplomatic secrecy which has darkened the understanding of peoples through history, is being torn apart. As the work of press and radio continues, perhaps at some later century down through the years, the world will read and speak the same language. And that language will be the language of peace--for through communication they will have learned to know one another."

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## MARCONI TABLETS FOR FRANCE, NEWFOUNDLAND

Two of the late Marchese Marconi's outstanding achievements--his first broadcast across the Channel, and his first transatlantic broadcast--are to be commemorated in France and in Newfoundland, World-Radio reports.

A Committee has been formed in France to raise funds for the erection of a monument at Wimereux, the little costal resort near Boulogne, to commemorate the historic transmission of the first wireless telegraph message. It was on March 27, 1899, that the Marchese Marconi transmitted his first wireless message from Dover to Wimereux, as a gesture of homage to his famous precursor M. Edouard Branly, the discoverer of the coherer.

The Canadian Marconi Company is to undertake the erection, this year, of a suitable monument at Signal Hill, St. John's, Newfoundland, where Marconi received the first transatlantic wireless message.

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The first part of the paper is devoted to a general discussion of the problem of the origin of life. It is shown that the problem is one of the most important and most difficult in the history of science. The author discusses the various theories of the origin of life, and shows that the most plausible is the theory of spontaneous generation. This theory is based on the fact that the conditions of the early earth were such that the formation of organic molecules was a natural consequence of the physical and chemical processes going on at the time.

The second part of the paper is devoted to a detailed discussion of the theory of spontaneous generation. The author shows that this theory is based on the fact that the conditions of the early earth were such that the formation of organic molecules was a natural consequence of the physical and chemical processes going on at the time. He discusses the various experiments that have been conducted to test this theory, and shows that the results are in favor of it.

The third part of the paper is devoted to a discussion of the theory of evolution. The author shows that this theory is based on the fact that the conditions of the early earth were such that the formation of organic molecules was a natural consequence of the physical and chemical processes going on at the time. He discusses the various experiments that have been conducted to test this theory, and shows that the results are in favor of it.

The fourth part of the paper is devoted to a discussion of the theory of the origin of life. The author shows that this theory is based on the fact that the conditions of the early earth were such that the formation of organic molecules was a natural consequence of the physical and chemical processes going on at the time. He discusses the various experiments that have been conducted to test this theory, and shows that the results are in favor of it.

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9/30/38

## O'NEILL PLAY BASIS OF FCC CENSORSHIP TEST

Eugene O'Neill Pulitzer prize play, "Beyond the Horizon" is the basis of a citation issued this week by the Federal Communications Commission against Station WTCN, Minneapolis, in what is admittedly a test of what constitutes profanity on the air.

WTCN's application for renewal of license was set for hearing by the FCC along with those of eight other stations which are alleged to have violated FCC rules or the Communications Act.

The National Broadcasting Company, which carried the O'Neill play on its Blue Network, probably will participate in the WTCN test case although it has not been cited by the commission.

Before setting the case for hearing, the FCC obtained a copy of the continuity used in the broadcast. The action was taken because of complaint from a listener. Officials of the FCC indicated that they are planning no punitive action against the Minneapolis station but wish merely to establish a precedent of what constitutes profanity on the air.

The words objected to in the play were "God" and "damn" although they were not used jointly.

Among other stations summoned for a hearing was WCAM, operated by the City of Camden, N.J. The station is charged with leasing its entire time and the FCC wishes to investigate the management control.

In setting the WCAM renewal for hearing, the FCC took into account the 10-year contract made by the city with Mack Radio Sales Company of Camden, for lease of 1300 of the station's 1500 hours of operation per year at \$20,000. Because this issue is involved in the forthcoming monopoly investigation, it was decided to turn the whole matter over to the committee in charge of that proceeding.

Several other stations were designated for hearing because of general program services, including medical broadcasts. KFOX, Long Beach and KYA, San Francisco, were set for hearing due to program service but more particularly a program of the Basic Science Institute. WNEL and WKAQ, both of San Juan, P.R., were given temporary licenses because of allegedly generally lax operations including block sale of time. KLCN, Blytheville, Arkansas, WJRD, Tuscaloosa, Alabama, and WJBW, New Orleans, were designated largely because of alleged violation of FCC technical regulations.

It was also learned that a number of letters have been received by the FCC against a recent Judge Rutherford Jehovah's Witnesses program broadcast in the Midwest. The Commission has asked the stations involved to submit the continuity, but no course of action has been decided upon. In the past other complaints have been made against the anti-Catholic broadcasts of this religious group.

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## EDUCATION OFFICE EXPANDS RADIO ACTIVITIES

Through a recent \$200,000 WPA grant, the U.S. Office of Education is expanding its radio activities under the direction of William Dow Boutwell, it was announced this week.

New programs are planned and the staff which prepares them for broadcasting over commercial networks has been expanded. Part of the WPA grant, moreover, will go to educational institutions for the promotion of courses in radio programming and management.

These include: University of Florida, Indiana State Teachers College, University of Kentucky, Louisiana State, University of Minnesota, University of Oklahoma, University of South Carolina, University of Indiana, Bureau of Adult Education of the New York State Educational Department and the Department of Public Instruction, Schenectady.

The Federal Educational Radio Project under Dr. John W. Studebaker, Commissioner of Education, will share in the grants and expand the script exchange organized last year to make available to schools, colleges and radio stations educational programs for local production. Funds have been collected from industry to support this venture as a means of developing educational radio programs. To date 185 scripts have been prepared and 145,000 copies distributed for use on 148 radio stations.

To its staff the Radio division has just added Gilbert Seldes, television director of CBS and a noted author, who will work on a partime basis writing a new series titled Immigrants All-Americans All which on November 14 will replace the Brave New World on CBS Monday's 10:30-11 p.m. (EST) and run for 26 weeks. The series will be devoted to dramatizations of contributions the various races have made to American life.

Mr. Boutwell announced the addition of three more experienced radio people to his Washington staff. They are Irve Tunick, formerly continuity director of WINS, New York, Osmund Molarsky, script writer, and Selma Goldstone, writer formerly with Roger White Productions, New York.

The staff now numbers 157 engaged in writing, production research and the operation of Script Exchange. About 40 of these are stationed in New York under the direction of Philip Cohen, who has just returned from London where he made a three-month study of BBC under a Rockefeller Foundation scholarship. Mr. Cohen is assisted as director by Mitchell Grayson, formerly in the cast of the Broadway production Having a Wonderful Time.

In addition to the Immigrants All series, the project will continue The World Is Yours now on NB'-Red, Sundays, 4:30-5 p.m.

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9/30/38

TRADE NOTES

Neville Miller, President of the National Association of Broadcasters, is one of the four speakers who will discuss radio's effect on public opinion when Lyman Bryson's "The People's Platform" is heard over the Columbia network on Sunday, October 2. (WABC-CBS, 7:00 to 7:30 P.M., EST)

The Burma Independent Wireless Subdivision, Rangoon, Burma, in connection with Government radio broadcasting in Burma, is planning to make provisions of supplies of battery operated receiving sets for villages, and desires catalogs and descriptive information, together with prices, the Commerce Department reports. The sets must be of simple construction and relatively low cost. There is heavy rainfall from May to October, and very high humidity, and special insulation of parts is indispensable to satisfactory service.

A Washington attorney has filed an application with the FCC for a permit to construct a new radio station in the Capital to operate on 1,310 kilocycles with 100 watts power at night and 250 watts during the day, unlimited time. The frequency and facilities are the same as were used by Station WOL until last week. The commission will hold a hearing on the application.

Formal announcement in the style of engraved invitations was made this week by the Wilkins Coffee Company, of Washington, that it would sponsor a series of radio broadcasts over Station WRC by Sil Willmott Lewis, Washington correspondent of the London Daily Times, on Mondays, Wednesdays, and Fridays, 7:45 p.m., beginning next week.

A series of articles of United States short-wave broadcasting stations has begun in World-Radio, organ of the British Broadcasting Corporation. The first was on W2XE, CBS outlet, of Wayne, N.J.

A further increase in the number of radio licenses in Sweden was recorded during the second quarter of 1938, when 21,453 new licenses were issued. On June 30, the total number of licenses thus stood at 1,156,781, or 184.1 per thousand inhabitants. For the capital of Stockholm the corresponding figure was 247.2 licenses per thousand.

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## CRAVEN DISSENTS AS FCC GRANTS WHBF APPLICATION

Commissioner T.A.M. Craven, formerly chief engineer of the FCC, this week dissented when the commission granted a construction permit to Station WHBF, Rock Island, Illinois allowing it to transfer from 1210 to 1240 kc. and to increase its power from 100 watts to 1kw.

Said the commission in justification of its grant:

"The record establishes that by granting this application the service of WHBF will be extended to serve a greatly increased population during daytime hours; the nighttime signal will be extended to serve a substantially increased population; the past program service of WHBF has been meritorious and in the public interest, and this service will be extended; WHBF, operating as at present, is unable to adequately serve the Rock Island, Illinois, Area; operating as proposed the station will more efficiently serve this area.

Craven in his dissenting said:

"In my opinion the evidence in this case does not indicate a paramount need for the operation of Station WHBF on the frequency of 1240 kc in the Tri-City area. The evidence does indicate, however, that necessary improvement to the service of WHBF in the Tri-City area can be accomplished by a proper application of sound engineering utilizing the frequency of 1210 kc now assigned that station. In view of these circumstances, and in view of the inherent technical limitations of the broadcast frequency band, and in consideration of the duties of the Communications Commission in administering the policy specified by Congress in Section 307 (b) of the Communications Act of 1934, as amended, it is my opinion that the instant application should be denied.

Chairman McNinch and Commissioners Norman Case and George Henry Payne were absent when the action was taken.

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## KDKA USE BLIMP TO FIND TRANSMITTER SITE

A 15-foot-long blimp sailed into the sky this week carrying a 1,000-foot antenna on an aerial survey of several possible sites for a proposed new transmitter to strengthen the primary broadcast signals of station KdKa, the world's first commercial radio broadcaster, Pittsburgh.

Ealter C. Evans, manager of the radio division of the Westinghouse Electric & Manufacturing Company, owners of the station, authorized the experimental studies following filing with the Federal Communications Commission of an application for



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permission to move the transmitting plant from its present site at Saxonburg, 23 miles from Pittsburgh.

Westinghouse radio engineers are using the gas-filled balloon antenna to determine the broadcasting efficiency of several sites under consideration.

The proposed change to within 10 miles of the city's center, they explained, would strengthen KDKA's signal strength in the metropolitan area several times, marking another advance in the station's 18 years of broadcast pioneering. During these years its power has increased from 500 watts to 50,000 watts.

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#### MULTI-MICROPHONE FOUND SUCCESSFUL BY BEC

During the last three years broadcasting by the British Broadcasting Corporation of big-scale musical shows has been the subject of a number of experiments in studio technique. Some of the complicated productions such as operettas and light and comic operas which, at one time, were broadcast from a number of isolated studios linked to a remote dramatic-control panel, are now handled in one large studio: in these operetta-type productions the "multi-studio" method has been replaced by what is known as the "multi-microphone technique."

The studio used is actually a converted theatre--St. George's Hall, the headquarters of the BEC'S Variety Department, where music-hall and variety programs are also performed before an audience. By means of collapsible rostrums, the stage space in St. George's Hall can be extended over the area occupied by the orchestral well, which means that the studio can be used for every type of show--from a light operatic performance, with a large chorus and augmented orchestra, to a small-scale revue with a dance-band combination, or an intimate cabaret act.

The "multi-microphone" equipment consists of seven ribbon microphones and a six-table gramophone unit, which are controlled by the microphone technician, or balancer, by means of an eight-channel 'mixing' unit, housed in a glass-fronted listening cubicle high above floor level on the side of the stage. From this vantage point the balancer and the producer can see and hear cast, chorus, and orchestra throughout the course of the programme. In direct communication with the listening cubicle is a remote listening room, which is equipped with a microphone connected to a loudspeaker in the theatre, thus enabling the producer, if he so desires, to direct rehearsals while listening to them under the conditions of the ordinary listener.

Additional reverberation can be obtained by means of a remote 'atmosphere' microphone, so placed that it cannot pick up





direct sound. When a definite 'echo' effect is required, the 'atmosphere' microphone is placed in an adjacent cement-walled passage. When partial segregation of any scene or effect is necessary, rock-wool tents or mobile screens are used.

It has been found that apparent changes in acoustics, in perspective, and in quality can be obtained by microphone placing and mixing. In order to simplify the 'positioning' of artists, a non-absorbent canvas carpet, marked out in numbered spaces, is used, and on this carpet there are red lines indicating the axis of the microphone, and also the approximate limits within which artists must work. At rehearsals, therefore, artists may be given fixed positions.

Essentially, the system consists of using different microphones in such a way that the listener is helped to visualise the action as it would appear upon the stage. Changes of sound are denoted by altering the acoustical 'colour'; dramatic effect can be heightened by changing over from one arrangement of microphones to another. The standard lay-out makes use of five microphones: one for the orchestra, three at varying heights and distances for the artist, and the 'atmosphere' microphone previously referred to. The three microphones for the artists are not used simultaneously, but any one of them can be selected to give the required effect. The 'atmosphere' microphone helps when required, to give a strikingly realistic impression that the performance is taking place in a hall having acoustics quite different from those of St. George's Hall.

Two members of the BBC production staff--Rex Haworth and Gordon McConnel, working in collaboration with F.W. Alexander, a BBC research engineer--have carried out the experiments. In 1934, Gordon McConnel visited Italy to examine the methods of technicians there. He found that Dott. Ing. Tutino, the leading expert of E.I.A.R., the Italian Broadcasting organization, had adopted and developed to a fine art a 'multi-microphone' technique. Subsequently, by pooling ideas, the foundations of the present St. George's Hall system were laid.

Recordings have been made of important productions so as to form a historical record of the progress that has been made.

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#### NBC SCORES SCOOP ON PEACE AGREEMENT

The National Broadcasting Company, which has been giving its listeners an intensive coverage of the European crisis, claimed a scoop on Thursday night when it broadcast over 158 stations the full text of the peace agreement signed by Chamberlain, Delaider, Mussolini, and Hitler at Munich.

Max Jordan, NBC continental representative, read the complete text starting at 7:44 p.m., beating its earliest competitor by 46 minutes and its next rival by two hours and sixteen minutes.

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MCGRADY OF RCA LAUDED BY WASHINGTON POST

Following is an editorial which appeared in the Washington Post following the testimonial dinner given by the American Arbitration Association in New York this week for Edward F. McGrady, vice-president of RCA:

"The American Arbitration Association made a wise choice when it bestowed its first medal for distinguished service in industrial arbitration upon Edward F. McGrady, former Assistant Secretary of Labor, and now vice-president of the Radio Corporation of America.

"Mr. McGrady possesses that rare combination of a thorough and sympathetic knowledge of labor problems and an understanding of the economic limits to which industry can reasonably be asked to go in making concessions. And equally as important as his specialized knowledge is his evident ability to inspire confidence in both employers and employees.

"One of the outstanding features of the dinner given in his honor was the varied character of the representation. Men and women who regard themselves as belonging to antagonistic economic and social groups were present. According to the American Arbitration Association the dinner was attended by A.F. of L. and C.I.O. leaders, by bankers, prominent industrialists and representatives of many different industries. "Bankers and stonecutters "rubbed elbows," it was stated, "garment workers and important industrialists supped together on the same food."

"The contacts made through friendly intercourse on a purely social occasion such as this may be most useful in furthering co-operation between labor and capital for industrial peace. Preliminary friendly contacts are especially valuable in providing a basis for the voluntary settlement of differences which Mr. McGrady urges as a substitute for force and as the best possible method of promoting peace and goodwill in industry.

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Illness of Commissioner Norman S. Case, chairman of the FCC Superpower Committee, has resulted in delaying consideration of the Committee's report on the application of WLW for renewal of its special experimental license to continue with power of 500,000 watts.

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E	~45%	~50%	~55%

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**

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No. 1163

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October 4, 1938

## FCC SHAKE-UP SEEN IN CIVIL SERVICE MOVE

A shake-up in three divisions of the Federal Communications Commission will be effected by Chairman Frank R. McNinch if the Civil Service Commission consents to exempt the divisions from the provisions of the Classification Act.

Disclosure late last week of a letter that Chairman McNinch had addressed to the Civil Service Commission has aroused the employees of the three divisions affected - Legal, Examiners, and Public Relations.

Chairman McNinch asked that the jobs be taken out of Civil Service on the ground that they are policy-forming in nature and may be exempted under the terms of President Roosevelt's Executive Order of June 24th last. The employees affected, however, insist that their jobs are not policy-making.

All of the 75 employees involved are said to have been taken from the Civil Service eligible lists.

Critics of the FCC immediately saw in the McNinch letter a move to reopen the Commission's rolls to political appointees. For years, they pointed out, the administrative agency of the radio industry has been a political football and has been packed with patronage appointees. Only recently has the cloak of the merit system been thrown around the employees.

The President in an Executive Order of June 24th blanket-ed a great group of employees into the Civil Service, but permitted heads of departments and bureaus to recommend exemptions for certain policy-forming personnel.

Employees of the Commission have been considerably upset since Chairman McNinch, speaking before the Radio Amateur League here on June 25th, a day after the Executive Order, gave the first inkling that he proposed a shake-up in the Commission personnel.

Certain Commissioners have contended that if any employees in the three divisions are not efficiently performing their duties, they can be dismissed under the Civil Service procedure, which ordinarily is based upon efficiency ratings and longevity credits.

Under Civil Service law the President could put the communication groups in either one of two categories - Schedule B or A. Schedule B positions are filled by non-competitive examinations, while those under schedule A are filled without any examination.

1. The first part of the report is a general introduction to the subject of the study. It discusses the importance of the study and the objectives of the research.

2. The second part of the report is a detailed description of the methodology used in the study. It includes information about the sample size, the data collection methods, and the statistical analysis techniques.

3. The third part of the report presents the results of the study. It includes a summary of the findings and a discussion of the implications of the results.

4. The fourth part of the report is a conclusion and a list of references. The conclusion summarizes the main findings of the study and provides a final statement on the research.

5. The fifth part of the report is a list of references. It includes a list of all the sources used in the study, including books, articles, and other documents.

6. The sixth part of the report is a list of references. It includes a list of all the sources used in the study, including books, articles, and other documents.

7. The seventh part of the report is a list of references. It includes a list of all the sources used in the study, including books, articles, and other documents.

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9. The ninth part of the report is a list of references. It includes a list of all the sources used in the study, including books, articles, and other documents.

10. The tenth part of the report is a list of references. It includes a list of all the sources used in the study, including books, articles, and other documents.

Under ordinary circumstances, the President would refer to the Civil Service Commission, the request for exemption, and ask the Commission for a report and recommendation. In view of the Civil Service Commission's well-known attitude to make as few exemptions as possible, it was felt that the Commission would oppose the proposed move unless very good reasons were advanced for it.

Chairman McNinch, who is ill in the United States Naval Hospital, said that he did not care to make any statement in connection with his proposal to the Civil Service Commission, but explained the changes were needed because of inability to get from the Civil Service lists of employees of the ability required for carrying out the work of the Commission.

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#### F.D.R., PRESS CITE ROLE OF RADIO IN CZECH CRISIS

The role of radio in the recent European crisis has elicited favorable comment from President Roosevelt, the press, and leading commentators.

The President at a press conference last Friday observed that the crisis had been speeded to its conclusion by the speed with which radio disseminated information and opinion over the civilized world.

The Chicago Journal of Commerce expressed the point of view of at least one newspaper publisher in an editorial headed "A Victory for Radio".

"Whether or not the Munich conference finally brings a real settlement of the Sudeten question it seems to us that the world can chalk up one overwhelming credit mark to radio for the part it has apparently played in forcing Hitler to call a four-power conference", the editorial stated. "That the radio forced that concession may be disputed but it seems logical to us that no human being, even a madman, could listen to the international debates on this serious matter for the past week or ten days and not feel that he had better look again before leaping.

"The first thing a criminal does after pulling a job is to find out 'what the newspapers said about it'. The first thought that enters a politician's mind when he is planning an ulterior move is, 'How will the press react?' In bringing before perhaps 50 percent of the people of the civilized world the opinions of the American press and the British and French press and the views of leading statesmen everywhere on the threatened invasion of Sudetenland, the broadcasting companies brought a kind of pressure to bear on Mr. Hitler that has never before been brought

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to bear on any militarist at any time in history. Even the Kaiser might have been influenced. Simple logic says therefore that no man could listen long to this recital and not have the fear that he was treading the wrong path.

"And for the first time in history the intended victim got an opportunity to tell the people of the whole world about the merits of its position.

"In a word these international debates served to convey truth to the whole world and, we believe, the whole truth about the rightness or wrongness of Hitler's position. The world now goes forward with a new vehicle for the settlement of disputes. The dictator or the aggressor who dares to defy its message will do so at the peril of world opinion. And those who sit around the conference table will have guidance they have never had before.

"It's a bright chapter in history but let it be said while the people everywhere are rejoicing at the good offices radio has furnished on this occasion that the incident more than ever reveals that the radio ought not to be controlled by any political party. Unless it is as free as the air itself to the venting of opposing views, and impartially shared by political adversaries, it can be used to conceal truth and augment misunderstandings. There is a job still to be done in this respect in our own country."

Fulton Lewis, commentator on WOL, Washington, and former Hearst correspondent, had this to say:

"And if you'll forgive me for injecting a personal observation, there's one angle of this whole affair that seems to me even more important - even more revolutionary and vital for the future - than the mere question of who has won a diplomatic victory, because in the last analysis, it made these victories possible.

"To my mind, if these conferences are a success, it means the dawn of a new era in international relations. It means that secret treaties and secret bartering between nations behind closed doors, is ended forever. It means that the day is gone when a people can be stampeded into way by propaganda.

"And that, ladies and gentlemen, is not due to any one man. Instead, it's due to the funny, mysterious, little box that's before you, at this very minute, The Radio. If war is avoided in these conferences tomorrow, it does seem that radio should be a candidate for the Nobel Peace Prize of 1938."

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## FCC EXAMINER HITS WJBL SALE TO NEWSPAPER

Holding that it is not in the public interest for a newspaper to monopolize all sources of public news dissemination, i.e., the only radio station as well as the only newspaper, FCC Examiner P. W. Seward this week urged denial of an application to transfer control of WJBL, Decatur, Ill., to Decatur newspapers, Inc.

Charles R. Cook proposed to sell 51 percent of the station's stock to the newspaper corporation, which owns the other 49 percent, for \$15,000. Examiner Seward approved the price although it included \$3,826.06 profit or "going concern" value.

The transfer, the Examiner held, "would tend to restrict competition in the dissemination of news and information and in advertising.

"The Commission has repeatedly held that it is not in the public interest to grant to the same person or interest, license to operate more than one broadcast station in a particular area, as to do so would tend to restrict competition in program service, which covers the dissemination of news and other information, as well as entertainment, unless there be a compelling reason shown in the record why a second station should be established by the licensee of an existing station."

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## CBS BILLINGS GAIN 12.5% OVER AUGUST

Gross billings for the Columbia Broadcasting System, announced this week, total \$1,602,105 for September, a rise of 12.5% over August. First nine months of 1938 represent a cumulative sum of \$19,975,882, slightly below the record-breaking period a year ago.

The summary:

	<u>1937</u>	<u>1938</u>
September	\$ 2,028,585	\$ 1,602,105
1st 9 Months	\$20,775,542	\$19,975,882

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THE UNIVERSITY OF CHICAGO

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## RADIO-EQUIPPED CLASSROOMS VITAL, SAYS STUDEBAKER

"Bring the world crisis into the classroom", is the suggestion of John W. Studebaker, Commissioner of Education, who is one of the outstanding exponents of the idea of making education vital for young people by bringing the more crucial questions into the classroom via radio for examination by the students.

"It is worth any trouble it takes to rearrange and organize the high school or college schedule these days to enable the students to hear first hand the most important pronouncements being made by history-making leaders. The student who missed hearing Chamberlain or Hitler because he was forced by an inflexible school program to conjugate German verbs or to report on the Elizabethan period of English history was deprived of some real education", said Commissioner Studebaker at the Office of Education, Department of the Interior. "He missed the significant experience as a close observer of a performance which future historians may never quite be able to tell accurately.

"Certainly if radio broadcasters can interrupt profit-making schedules to substitute numerous non-commercial news releases portraying up-to-the-minute changes in world history", said the Commissioner of Education, "and if newspaper representatives can stand by in the four corners of the earth during every hour of the day and night to supply accounts of personal observation of swift-moving world events, those of us in organized education who have not already done so should be able to adapt our traditional schedules to the most vital influences available for educational uses.

"What is happening today is grist for the mill of the teachers of psychology, sociology, civics and history. There is nothing in the text-books to compare with it.

"This crisis is a starting point for an investigation into the historic struggles of people of different races in Europe. It furnishes striking illustrations of opposing forms of government at work, as a basis for class discussion on democracy and other political systems. The broadcasts and the newspaper accounts ought to be 'homework' for students these days and much class time should be devoted to a careful discussion of the meaning of it all.

"Our democracy depends not so much on the number of facts our high school or college graduates remember about Queen Victoria or Napoleon, but upon how competent these young people become in thinking through the real issues they themselves are going to confront as adult citizens.

THE HISTORY OF THE UNITED STATES

CHAPTER I. THE DISCOVERY OF AMERICA

It is a well known fact that the first discovery of America was made by Christopher Columbus in 1492. He was an Italian explorer who sailed across the Atlantic Ocean in search of a new route to the East Indies. On October 12, 1492, he landed on the island of San Salvador in the Bahamas.

At this time, the only people living in the Americas were the Native Americans.

The Native Americans were divided into many different tribes.

Some of the most famous tribes were the Aztecs, Incas, and Mayas.

The Aztecs lived in the Valley of Mexico, the Incas in the Andes Mountains, and the Mayas in the Yucatan Peninsula.

Each of these tribes had its own unique culture and way of life.

When Columbus arrived in the Americas, he was met by the Native Americans.

He was impressed by their culture and the land he had discovered.

He named the land "America" in honor of the Italian explorer Amerigo Vesputi.

After Columbus's discovery, many other explorers came to the Americas.

They brought with them new diseases, weapons, and technology.

This led to the destruction of many Native American tribes.

However, some tribes survived and their culture has been preserved.

Today, the United States is a diverse country with many different cultures.

The history of the United States is a story of discovery, exploration, and growth.

It is a story that continues to this day.

The United States is a country of many opportunities.

It is a country where everyone can achieve their dreams.

The United States is a country of freedom and justice.

It is a country where everyone is equal.

The United States is a country of hope and possibility.

It is a country where the future is bright.

The United States is a country of greatness.

It is a country that will continue to grow and prosper.

The United States is a country of the future.



"Should we permit our sympathies to gravitate toward one side or the other in this crisis? If we do, will this lead us into war, should a war develop?

"Which national leader seems to present the strongest case, and why?

"Should America stand aloof and take no part at all? Was the President right in making his statements?

"What does a change in frontiers do to our foreign trade, to trade agreements?

"Why do most statesmen seem to agree that no nation can win a war? Was this always believed?

"These are just a few of the questions which come to mind as the Napoleons and the Alexanders of our day and generation come into our living rooms or our classrooms and speak to us directly. This is a time when the teacher-guides may tap supreme student interest and put it to work in the educative process. I hope millions of our youth experience an acceleration in learning by being stimulated to think and study about today's exciting and thought-provoking pronouncements and events", said Commissioner Studebaker.

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#### MOROCCO CALLED POTENTIAL RADIO MARKET

The U. S. Commerce Department estimates that not more than 25 percent of the total European population of 260,000 in French Morocco are purchasers or potential purchasers of radios. Only a few native Moslems and Jews are interested in radios.

According to the Protectorate's Department of Posts, Telegraphs and Telephones, there were 34,240 licensed sets in use in French Morocco the first of the year. The most popular types of radios are: European makes - 5 to 6 tube sets; American makes - 7 to 9 tube sets, table models, for use with electric current, at prices varying from about 1,800 to 2,500 francs. Dealers expect a general reduction in the sales of all makes of radios during 1938, owing to unfavorable economic conditions, and prospects for American radios in particular are unsatisfactory, owing to the increased cost of such apparatus following recent devaluations of the French Moroccan Franc in 1937 and 1938, which placed the American product beyond the means of the average consumer. Prior to these devaluations of the franc, American radios occupied an enviable position in the market; at present the leading make is the Dutch products, Philips, with German and French radios close competitors. Radios usually are sold on the installment plan to consumers.

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TRADE NOTES

The Crosley Radio Corporation this week filed two applications with the Federal Communications Commission requesting assignment of 17,830 and 21,570 kc. to its short-wave station W8XAL, of Cincinnati.

The National Committee of Independent Broadcasters and the American Federation of Musicians have exchanged contracts and thereby put into effect the independent plan of settlement of a radio-musicians dispute.

Col. Robert R. McCormick, publisher of the Chicago Tribune and owner of WGN, denied in a radio address last week that the Tribune sponsored a bill in Congress to permit newspaper censorship of radio. The denial was in answer to a charge made by Senator Minton (D.), of Indiana.

Demand for news photographs of the European crisis has put the central operating office of R.C.A. Communications, 66 Broad Street, New York City, where all prints are received from London and Berlin, on a 24-hour basis, for the first time since overseas photo transmission was started in 1926, according to Editor & Publisher. The exact total of pictures transmitted daily was not available as it was stated the department is too busy at present to keep clerical records. The former record total for one month was set in May, 1937, when the Coronation of King George VI and the wedding of the Duke of Windsor and Mrs. Simpson took place. Transmission of a print three columns by 5 inches requires from 15 to 20 minutes, it was stated, but some time is required for perfect synchronization of the apparatus here and abroad.

William S. Paley, President of the Columbia Broadcasting System, is on the jury which will select the winners of the 1938 Annual Advertising Awards sponsored by Advertising and Selling.

Appeals from the twice-decided action of the Federal Communications Commission granting WMEX, Boston, a high-powered regional assignment on 1470 kc. with 5,000 watts full time were filed last week by WAAB, Boston, WLAC, Nashville, and WCOP, Boston.





Brief statements by the chief executives of RCA and its subsidiaries are contained in an illustrated booklet sent this week to RCA stockholders.

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Flanked by former service men in uniform, an altar was dedicated Sunday in our Lady of Lourdes Grotto at the Church of the Immaculate Conception, Washington, in memory of the Rev. Francis J. Hurney, former pastor of the church and founder of the Washington Catholic Radio Hour.

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A million dollars worth of radio time will be allowed the University Broadcasting Council for its 1938 programs, according to Allen Miller, director of the non-profit organization incorporated in 1935 to further education by radio at Chicago, Northwestern and DePaul universities.

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#### ARGENTINE CONSIDERS OWN "SCHOOL OF THE AIR"

The Director of Argentine Posts and Telegraphs, who has jurisdiction over radio broadcasting, has submitted enthusiastic recommendations to the Minister of Interior regarding the possibilities of radio in connection with public instruction, the U. S. Commerce Department reports. The report refers to the recent Government decree which criticizes the present cultural aspects of radio broadcasting in Argentina, and which asks for a considerable improvement in the educational standard of local broadcasting programs.

In his latest report, the director of Posts and Telegraphs refers to the rapid growth of the "schools of the air" in Europe, and quotes from studies made on this subject by the Argentine delegates to the recent Cairo radio conference. The latter investigation indicated that the totalitarian states such as Germany and Italy have found the loudspeaker a marvelous means of inculcating their political ideals. The democratic countries such as Britain, France, Switzerland and Belgium, while likewise using the radio to import civic and nationalistic education, have concentrated more on the broadcasting of lessons on specific subjects which make up regular educational courses. Because these lessons utilize music, dialogue, sound effects, and other features, they offer a certain appeal over the ordinary classroom lessons.

In view of the present plans to modify the whole system of Argentine radio broadcasting, the Director of Posts and Telegraphs believes the time opportune for considering "schools of the air", and suggests the designation of a commission to establish such a form of education in all types of Argentine schools.

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## MILLIONS IN U.S. FOLLOW EUROPEAN CRISIS BY SHORT-WAVE

Short-wave reception of foreign stations, which has been growing in popularity in this country for several years, has jumped almost overnight from a hobby to a necessity in thousands of American homes as a result of the threat of another European war, Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association, stated this week.

For the first time since the development of short-wave broadcasting, international events have been of such significance that news developments in Prague, London and Berlin have overshadowed those in Washington.

Americans, who have been accustomed to tune their all-wave sets to these and other European capitals largely for entertainment, in recent weeks have heard history made as they listened to statesmen and commentators directly.

The center of interest among short-wave listeners in this country has been the station at Prague. Before the Central European crisis, the Czechoslovak station attracted little more attention than a half-dozen others on the continent and was completely overshadowed by London, Berlin, Rome and Paris.

Although the "voice" of a country not much larger than the State of Illinois, the Prague station has answered the Berlin broadcasts "shot-for-shot" and succeeded in making itself as clearly heard in all parts of the United States as the short-wave station of Germany, one of the finest and most powerful in the world.

There never has been a time when so many people are using the short-wave portion of their receiving sets as now, and the number is increasing by leaps and bounds. Mr. Geddes estimates that there are close to 14,000,000 receiving sets in the United States at this time with short-wave attachments capable of tuning in Europe and that about 2,500,000 such sets are being added each year.

The European crisis and short-wave radio have given the average American a close-up personal education in international affairs as it has furnished statesmen a new means of carrying their case by direct conversation to an open forum of world opinion, Mr. Geddes said.

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## CBS BEGINS INSTALLATION OF NEW TELEVISION STATION

A television transmitter which will broadcast a high-definition picture signal as powerful as that of any transmitter now in operation is being installed on the 72nd and 73rd floors of the Chrysler Tower in New York, it was announced this week at CBS headquarters.

After a year's tests, both of the transmitter and of a new type of television antenna for distributing the signal evenly over the entire city and its suburbs, engineers began the process of installing the 100,000-lb. equipment in the site high over Manhattan. Final arrangements also have been made for construction of a coaxial cable connecting the transmitter with the CBS television studios in the Grand Central Terminal Building nearby.

Columbia's schedule calls for completion of the installation early in 1939, but since additional time will be required for final tests, no date has been set for the broadcasting of visual programs. When the new station goes on the air next year, it will climax almost a decade of television experimentation by Columbia which, in 1931, broadcast the first regular schedule of television programs undertaken in this country. In contrast with the early, 60-line transmission, the new station will send out images of 441-line definition. This seven-fold increase in the number of lines has required more than a fifty-fold increase in width of the transmitted frequency band.

The new CBS television transmitter, built at a cost of approximately \$500,000, will cost another \$150,000 to install. From its vantage point in the Chrysler Tower, which was picked as the ideal location after careful study of the whole New York skyline, the station will provide primary coverage within a radius of about 40 miles over a total area of about 4,800 square miles.

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I. T. & T. STOCKHOLDERS TO MEET NOV. 22

Stockholders of the International Telephone and Telegraph Corporation, at a special meeting at Baltimore, November 22nd next, will be asked to approve an agreement between the I.T.T. management and the bondholders committees of Postal Telegraph and Cable Corporation, which provides for the future operation, under common ownership, of the properties of All America Cables and Radio, Inc., Commercial Cables and Mackay Radio and Telegraph. Notices for this special meeting were sent out last Friday.

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THE HISTORY OF THE UNITED STATES

The first part of the history of the United States is the period from the discovery of the continent by Christopher Columbus in 1492 to the establishment of the first permanent settlements. This period is characterized by the exploration of the continent by Spanish, French, and English explorers, and the establishment of the first permanent settlements by the English in 1607. The second part of the history is the period from the establishment of the first permanent settlements to the American Revolution in 1776. This period is characterized by the growth of the colonies, the struggle for independence, and the establishment of the United States as a new nation.

The American Revolution was a period of great struggle and sacrifice. The colonists fought for their rights and independence from British rule. The war was fought from 1775 to 1781, and the United States was established as a new nation in 1789. The third part of the history is the period from the establishment of the United States to the present. This period is characterized by the growth of the United States, the expansion of its territory, and the development of its economy and culture.

THE HISTORY OF THE UNITED STATES

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THE HISTORY OF THE UNITED STATES



# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

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## MANY RADIO TYCOONS IN RARIFIED "WHO'S WHO" ATMOSPHERE

There was a time - and not so long ago - when you would have to look for a leader in the radio industry with a microscope in the exclusive listing of "Who's Who in America". An idea of the importance of this newest of the great industries, and how quickly many of its leaders have been recognized nationally, is gained from the recognition given to it in the 1938-1939 edition of Who's Who", just out.

Among those in the radio world who are listed are the following:

On the Federal Communications Commission - Chairman Frank R. McNinch, who got his start as Mayor of Charlotte, N.C.; Judge E. O. Sykes, of Mississippi, who was appointed to the old Radio Commission by President Coolidge, because the latter felt that the Commission needed a good lawyer to keep it straight; Commissioner Tunis Augustus Macdonough Craven (better known to many as "Tam"), retired Naval officer, who served as radio officer in the United States Fleet, and whose first names are not really "Tangier, Algiers, Morocco", as some seem to think; Commissioner George Henry Payne, who came into the national lime-light in 1912 as one of the New York campaign managers for the Bull Moose candidate, former President Theodore Roosevelt; Commissioner Paul A. Walker, formerly Chairman of the Oklahoma State Corporation Commission; Commissioner Norman S. Case, three times Republican Governor of Rhode Island; and General Counsel Hampson Gary, formerly United States Minister to Egypt and at the front beyond Jerusalem with Field Marshal Allenby for awhile in 1918.

Those connected with the Radio Corporation of America who are mentioned include Gen. James G. Harbord, Chairman of the Board, Pershing's Chief of Staff in France, famous Commander of the U.S. Marine Brigade at Chateau Thierry; David Sarnoff, President of RCA, who started in the old Marconi Company in New York, a little Russian boy who could hardly speak English; Col. Manton Davis, General Attorney, who served overseas and was later Legal Advisor to the Inter-Allied Rhineland High Commission; Edward F. McGrady, Vice-President, formerly Assistant Secretary of Labor in charge of labor relations; Oswald F. Schuette, former President of the National Press Club in Washington, correspondent of the Chicago Daily News with the German Army in the World War, and who coined the political phrase "the steam-roller"; Dr. C. B. Jolliffe, in charge of RCA Frequency Bureau, formerly Chief Engineer of the Federal Communications Commission; Vladimir Kosma Zworykin, born in Russia, RCA television expert; and George K. Throckmorton, President of RCA Manufacturing Company, who years ago began to





work his way up as time-keeper in the Link Belt Company at Chicago. Also, Gen. Charles G. Dawes, former Vice-President, is an RCA Director.

Maj. Lenox R. Lohr, President of the National Broadcasting Company, who served overseas in the regular Army, and was General Manager of "The Century of Progress Exposition" at Chicago; Judge A. L. Ashby, Vice-President and General Counsel, NBC, formerly Assistant General Attorney for the Westinghouse Company and author of many legal publications; Frank E. Mason, Vice-President of NBC in charge of International Broadcasts, formerly Berlin correspondent and then London Manager and finally President of the International News Service; Franklin Dunham, Educational Director, NBC, who before that was Educational Director of the Aeolian Company, New York; Dr. James R. Angell, Educational Counselor, NBC, former President of Yale University; and Dr. Walter Damrosch, NBC Musical Counselor.

William S. Paley, President of the Columbia Broadcasting System, who in spite of his great success is only 37 years old, and who began as Production and Advertising Manager of the Congress Cigar Company of Philadelphia; Cesar Saerchinger, European Director of the CBS, who had previously been the Berlin correspondent of the New York Post; Dr. J. H. Dellinger, Chief of the Radio Section, U. S. Bureau of Standards, who for a time served as Chief Engineer of the Federal Communications Commission; and Neville Miller, former Mayor of Louisville, now President of the National Association of Broadcasters.

Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation of Chicago, noted explorer and twice with MacMillan to the Arctic, and who was appointed by President Roosevelt Vice-Chairman of the Mount Rushmore National Commission, the massive sculptoring project of Gutzon Borglum in South Dakota; Powel Crosley, Jr., President of the Crosley Radio Corporation, owner of the Cincinnati baseball team, and Col. Robert R. McCormick, owner of Station WGN, Chicago, and publisher of the Chicago Tribune; O. H. Caldwell, former Radio Commissioner, and now editor of "Radio Today"; Orrin E. Dunlap, Jr., Radio Editor, New York Times, who served as radio operator in the U. S. Navy in the World War, author of numerous radio books, including "Marconi - His Life and His Wireless"; Martin Codel, publisher of Broadcasting Magazine, a native of Duluth, Minn., later with the Detroit News and the Associated Press in New York and the North American Newspaper Alliance, and Lynn M. Lamm, radio writer and formerly City Editor of the Washington Post.

Thomas P. Littlepage, radio counselor, of Washington, former President of the Washington Chamber of Commerce, who received a gold medal "as citizen who performed most outstanding unselfish service to City of Washington during 1934"; Louis G. Caldwell, formerly General Counsel, Federal Radio Commission, awarded Croix de la Guerre in France in 1918; and Frank D. Scott, radio counselor, formerly Congressman from Michigan and Chairman of the House Merchant Marine Committee.

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## AMATEUR RULES ALTERED BY FCC ORDER

The Federal Communications Commission this week revised its regulations governing amateur radio stations and operators, effective December 1, 1938.

The changed regulations recognize the increasing importance of operation by the amateurs in emergencies affecting domestic communication facilities. The new rules provide for the use of specified frequencies in handling emergency communications and require all amateur stations in the affected area not engaged in relief work to discontinue operation on these frequencies during the emergency period.

The new rules specify higher technical standards for the operation of amateur stations to reduce possibility of interference to other services as well as improving the amateur service. Under the revised rules the amateur station is not permitted to transmit music although the transmission of single audio-frequency tones is permitted for testing.

An amateur station causing general interference, or violating certain rules may be silenced for specified hours, which may be increased in the event that corrective measures are not immediately applied.

The holder of Class C privileges may be called upon to appear for Class B examination and any Class C holder who moves within 125 miles of an established examining point will automatically be required to appear for the examination within four months.

Any amateur or applicant failing an examination may be re-examined after two months instead of the previous requirement of three months.

An amateur station may not be operated on the special frequencies granted to holders of Class A privileges unless the station licensee himself holds Class A operator privileges.

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## BUSINESS BUREAU HITS "BALLAST TUBE" ADS

The National Better Business Bureau, Chrysler Building, New York City, has just addressed a letter to 28 radio receiver manufacturers regarding the use of such descriptions as: "6 tubes (including one ballast tube), according to Radio Today. George L. Burkle of the Bureau points out that since, by RMA definition, a ballast unit cannot be correctly defined as a "tube", such description as above is misleading. The Bureau has asked for RMA action in this situation, threatening to put the issue before the Federal Trade Commission, and has received the support of individual manufacturers in agreeing to desist.

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The following is a summary of the work done by the Commission during the year 1900.

The Commission has been very busy during the year, and has accomplished a great deal of work. It has held many public hearings, and has received many suggestions from the public. It has also been very active in the field of land management, and has been successful in securing the protection of many valuable lands.

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## STATIONS CALLED FASCIST CARRIERS IN HOUSE PROBE

Four radio stations in or near New York City were charged with broadcasting Fascist and anti-Semitic propaganda before the House committee investigating un-American activities this week.

Appearing before Chairman Martin Dies, (D.), of Texas, Girolamo Valenti, Chairman of the Italian anti-Fascist Committee, cited WBNX and WOV, New York, and WBIL and WHOM, New Jersey, as principal offenders. Transcription of speeches broadcast over WHOM was introduced in evidence.

While recorded broadcasts were in the Italian language, Valenti, Italian-born New Yorker, pointed out that the station "always plays the Fascist hymn and praises Mussolini" during its programs. Valenti regretted that a phonograph was not available so that he could interpret the assertedly subversive speeches at the hearings.

Supporting contentions that New York and New Jersey transmitters are aiding the Italian Fascist organization, Chairman Dies displayed a letter received from a New York woman complaining about Fascist broadcasting which she has listened to. Name of the correspondent and call letter of the station were withheld.

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## NBC SEPTEMBER BILLINGS RISE 4.5%

Advertisers in September increased their use of the National Broadcasting Company facilities for the tenth successive month, over comparable periods the year before, with gross billings rising 4.5 percent over September, 1937. The first nine-months cumulative total was up 5.7 percent over the 1937 three-quarter mark. The tabulation follows:

<u>September 1938</u>	<u>August 1938</u>	<u>September 1937</u>
\$2,979,241	\$2,941,099	\$2,850,581
<u>% Change from August</u>	<u>% Change from Last Year</u>	
+1.3	+4.5	
<u>First 9 Months 1938</u>	<u>First 9 Months 1937</u>	<u>% Change</u>
\$29,902,724	\$28,291,115	+ 5.7

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## FCC BACKS DOWN ON WCTN ACTION IN O'NEILL DRAMA

Under a barrage of criticism and cries of "blue-nosed" censorship, the Federal Communications Commission this week backed down on its order of last week citing Station WCTN, Minneapolis, for broadcasting Eugene O'Neill's Pulitzer prize play, "Beyond the Horizon".

The application of WCTN for renewal of license had been set for hearing by the FCC because of a complaint that profanity was used in the play. The action was taken with only four members present and over the vigorous protests of Commdr. T.A.M. Craven.

This week a motion to reconsider was made by Commissioner Eugene O. Sykes and seconded by Commander Craven. A previous motion by Judge Sykes to grant the WCTN application without renewal was passed over because all members of the Commission were not present.

All indications, however, were that the issue will never be heard and that WCTN will be given a renewal as soon as absent members of the Commission return to their desks.

Gibes at the Commission's action were taken by many newspapers, and leaders in the broadcasting industry viewed the action with alarm as threat of program censorship. Commissioner Craven pointed out that the play had been presented countless times over the country without ever arousing city or station officials. Even the WPA Federal Theater Project has staged it without complaint.

Members of the industry also asserted that the radio version of the play actually was milder than the original and that no serious profanity was included in the broadcast.

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## APPLICANT TURNED DOWN BECAUSE HE DIDN'T ASK ENOUGH

The Federal Communications Commission this week rejected an application of Platt & Platt, Inc., Poughkeepsie, N. Y., for a construction permit because it proposed to operate a limited time station whereas a full-time station is needed.

The applicant, which is a subsidiary of the Poughkeepsie Publishing Corporation, newspaper publisher, asked for the clear channel of 1000 kc. used by Station WHO, Des Moines, with 50 KW. The Poughkeepsie corporation proposed to operate the station with 1 KW. power until local sunset in Des Moines.

While admitting the need for a station in Poughkeepsie, which has no radio outlet, the Commission stated:



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"The Commission is constrained to deny this application because favorable action hereon will not result in supplying a satisfactory service to the people of Poughkeepsie. The people are as much in need of nighttime service as daytime service, and the need for the former may be greater. The applicant shows that there are 6,000 industrial workers in this area, and it is doubtful whether they would be able to avail themselves of the proposed daytime service. This group deserves consideration.

"The proposal herein is to establish a limited time station on a clear channel frequency, namely, 1000 kilocycles. The dominant station on this frequency, WHO, has rendered service for many years, and there is no suggestion in the record that it will relinquish any of its nighttime hours of operation.

"Granting this application, therefore, would result in the establishment of a limited time or daytime station which may preclude the establishment of a station which would be able to render local day and night service."

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#### FCC MEMBERS OPPOSE McNINCH CIVIL SERVICE MOVE

The proposal of Chairman Frank R. McNinch of the Federal Communications Commission to have certain employees removed from the competitive Civil Service is definitely opposed by three of the seven members of the body, and one other is reportedly opposed, it was stated by Commissioner George Henry Payne, following a session of the Commission this week.

Listed as definitely opposed are Commissioners Payne, Comdr. T.A.M. Craven and Norman S. Case, while Commissioner Paul A. Walker was reported to be passively opposed to any such change as proposed.

Commissioners Craven and Payne brought the matter up at the first session of the body since it became known that the Chairman had sent a letter proposing the changes to the Civil Service Commission. Commissioner Payne said that Commissioner Eugene O. Sykes stated that he was firmly supporting the Chairman, but that he had not initialed the draft of the letter.

While no formal action on the matter was taken by the Commission, it was indicated that the matter will be taken up for further consideration at a subsequent session.

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The first part of the paper is devoted to a discussion of the general principles of the theory of the structure of the atom. It is shown that the structure of the atom is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are determined by the laws of the special theory of relativity.

In the second part of the paper, the author discusses the question of the structure of the nucleus. It is shown that the structure of the nucleus is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are determined by the laws of the special theory of relativity.

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The author wishes to express his thanks to the Soviet Academy of Sciences for the support of his research.

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10/7/38

## SIMULTANEOUS OPERATION ON SAME WAVE APPROVED

Unlimited operation for two Pennsylvania broadcasting stations which have been sharing night-time hours on 1200 kc. was recommended to the Federal Communications Commission this week by Chief Examiner Davis G. Arnold.

Station WKBO is located at Harrisburg, Pa., and Station WEST at Easton, Pa. The two stations operate simultaneously on the frequency 1200 kc. with the power of 250 watts daytime and share time on 100 watts at night. The nighttime hours are divided by mutual agreement between the two stations in such manner that Station WEST has the period from approximately sundown to 8 P.M. and Station WKBO has the remaining nighttime hours.

"The transmitting equipment", Examiner Arnold said, "the antenna and site used by both applicants are satisfactory in connection with the further use of the frequency by each of the stations during nighttime hours.

"Based upon measurements which have been presented at the hearing, it is not expected that the simultaneous operation of Stations WEST and WKBO at night would cause mutual objectionable interference within the normally protected good service areas of any licensed broadcast stations, or with each other."

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## BULOVA PLAN FOR N.Y. STATION STRIKES SNAG

The plans of Arde Bulova, New York watch manufacturer, for a new full-time New York City broadcasting station have hit a temporary obstacle in Washington.

The Federal Communications Commission has referred to an Examiner for hearing the application of Bulova for the purchase and closing down of Station WPG, Atlantic City, N.J. Mr. Bulova wants to merge WGP and WBIL, which share the 1100 kc. frequency. The New York station is expected to be the key to a new Atlantic seaboard network reaching from Georgia to Massachusetts.

Although the FCC made no explanation, the hearing order was believed to have been prompted in part, at least, by pressure from Capitol Hill. Critics have commented on the ease with which Bulova has extended his stake and acquired better facilities over the past four or five years.



# THE HISTORY OF THE UNITED STATES

The first part of the history of the United States is the period from the discovery of the continent by Christopher Columbus in 1492 to the establishment of the first permanent settlements in 1607. This period is characterized by the exploration of the continent by Spanish, French, and English explorers, and the establishment of the first permanent settlements in the eastern part of the continent.

The second part of the history of the United States is the period from 1607 to 1776. This period is characterized by the growth of the colonies, the struggle for independence from Britain, and the establishment of the United States as a new nation. The American Revolution was a major event in this period, and it led to the creation of the United States as a new nation.

The third part of the history of the United States is the period from 1776 to 1865. This period is characterized by the growth of the United States, the struggle for slavery, and the American Civil War. The American Civil War was a major event in this period, and it led to the abolition of slavery in the United States.

The fourth part of the history of the United States is the period from 1865 to 1945. This period is characterized by the growth of the United States, the struggle for civil rights, and the American Civil War. The American Civil War was a major event in this period, and it led to the abolition of slavery in the United States.

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The WPG-WBIL merger would complete involved negotiations which dates back three or more years.

Beginning with his acquisition of WOV from the late John Iraci - for which he put up approximately \$300,000 two years ago - and extending through his acquisition of the Paulists' station WLWL, for which about the same sum was paid, Bulova has made a persistent attempt to break into the New York radio scene.

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#### SIGNAL CORPS HAD AUTO RADIO IN 1904

The automobile radio set, although on the market only a few years, is actually 34 years old, according to the U. S. Signal Corps. An experience with a radio-equipped Signal Corps radio set in 1904 is recalled in the current Signal Corps Bulletin.

"Thirty-four years ago the Signal Corps was already working with automobile field radio", the report states. "Two equipments were receiving attention at that time. One was a heavy Telefunken spark set which required three vehicles; 'a power car, an apparatus car, and an implement car.' Balloons or kites were used to raise the aerial wires. The implement car was provided with the necessary tools and a reserve 'benzine reservoir' for the power car. The power car had a 1 kw. a-c generator and a d-c generator, both coupled to a 4 horsepower 'benzine' motor. The d-c generator supplied current for the field of the a-c generator and for charging the storage batteries. The power car also carried a cable drum for hauling in the balloon used to support the antenna. A counterpoise consisting of a wire netting, or a metallic cylinder, was used. This heavy radio set was tested by the Signal Corps but was considered too cumbersome and complex.

"The lighter short-distance set was considered more applicable to our needs. Power was supplied by two 10-volt storage batteries. There was no antenna mast. The single vertical antenna wire was supported by a tall tree or by a telegraph pole. The following comments were taken from a report by Maj. George O. Squier, Signal Corps:

"After a little practice, two men, a sergeant and a corporal of the Signal Corps, one a good lineman and the other the chauffeur of the machine, who also acted as telegraph operator, could install a sending station in 10 to 15 minutes. A receiving station is even less trouble to install, since there is nothing to transport except what can be carried in the hands.

"The best field system of wireless telegraphy for the Army will result only after careful, tedious, and exhaustive experiments, and tests under the exacting conditions of actual war, for the extravagant and enthusiastic claims of inventors have nowhere to be received with more caution than in practical wireless telegraphy."

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TRADE NOTES

The meeting of the Board of Directors of the Radio Manufacturers' Association has been postponed from October 12th until Thursday, October 20th, on account of conflicting engagements of several Directors. The meeting is scheduled to be held in New York City.

The National Broadcasting Company this week was granted a license to cover its construction permit for a television broadcasting station (W2XBT) in New York City. The station will use 92,000 kc. for aural channel and 175000-180000 kc. for visual channel.

The Chicago Federation of Labor has been granted a motion to continue the hearing on its application for renewal of license for short-wave Station W9XAA, Chicago, from October 5th to December 5th.

The "Nation's School of the Air", which begins its eleventh consecutive season over WLW, Cincinnati, October 10th, will be aired this year over the Mutual Broadcasting System, Joseph Ries, WLW Educational Director, has announced. The programs, broadcast for the classrooms of the country, will be heard Mondays through Fridays, 10 to 10:30 A.M., EST.

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ARGENTINE STARTS PROPAGANDA BROADCASTS

Argentina begins a new series of weekly radio broadcasts, for the purpose of transmitting news of its developments to foreign countries, under the auspices of the Ministry of Foreign Affairs, the U. S. Commerce Department reports.

The program will be broadcast each Friday afternoon through the Government station LRA, on frequencies of 18,115 and 9,690 kilocycles. A program at 3 P.M. will be directed toward Europe, and will be broadcast in Spanish, French, English and German. A program at 5 P.M. will be directed on the Western Hemisphere in Spanish, French, English and Portuguese.

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## CBS ANNOUNCES CHANGES IN NETWORK

The following changes in the CBS network affiliations were announced this week by William C. Gittinger, Sales Manager:

"On October 15, KNOW, 100-watt station located in Austin, Texas, ceases to be a Columbia outlet. At that time, KTSA, San Antonio - now sold in conjunction with KNOW, at \$250 per evening hour - returns to the base rate of \$175 per evening hour which it had before KTSA and KNOW were sold as a unit.

"By the end of the year, KRLD, Dallas, plans to be in operation with a new 10,000-watt transmitter, adding 25 to 40 miles to the radius of its present primary area, and increasing the efficiency of its signal within that area by almost 50%. With the improved and increased coverage of KRLD, Columbia's affiliation with WACO, 100-watt station in WACO, will terminate as of February 1, 1939."

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### RADIO CALLED PEACEMAKER BY COLUMNISTS

"Broadcasting is credited with playing an outstanding part in preventing the outbreak of a European war last week", Variety comments. "By keeping the people of the world closely apprised of every move that was being made in the diplomatic shuffle and by having the spokesmen for each country present its case direct to the people of the world, radio was able to mobilize international opinion with a quickness and mounting vigor that could not help but exert a firm impression on even Hitler.

"In turning in what rates as its most momentous job to date, radio had, it is also pointed out, proved itself the world's No. 1 potent force for peace. Through its ability to disseminate information to millions instantaneously and penetrate censorship, broadcasting gave a glasshouse aspect if only fleetingly to the most secretive acts of the world's rulers.

"Recognition of radio's superior role during the 21 days that kept the world on the jitterseat was contained in last Friday's (30) columns of two Scripps-Howard writers, Heywood Broun and Raymond Clapper. Under the subhead 'Radio Conquers Isolation' Broun wrote, 'It seems to me that only now have we begun to appreciate the value of new methods of communication. Radio has been an enormous factor in conquering the dead and deadly weight of isolation. Indeed it seems to me that whether this be a peace or a lull, it has been won by radio and Roosevelt. Hitler's speech, as broadcast from Berlin, did more to consolidate opposition to Fascism than any other single factor in our time.'

"Clapper further commented, '. . . behind all of this was the massive world-wide opinion against war, more thoroughly informed this time, swelling up through every channel of communication . . . and providing the motive power that drove the statesmen to the last ounce of their power.'"

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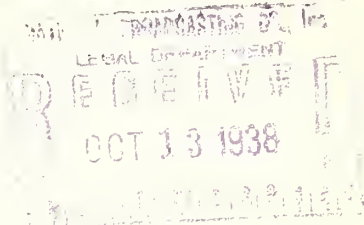
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# HEINL RADIO BUSINESS LETTER

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October 11, 1938

McNINCH CIVIL SERVICE LETTER IS BARED

Copies of the letter written by Chairman Frank R. McNinch, of the Federal Communications Commission, to the Civil Service Commission were being circulated among members of the Commission and FCC staff last week as the Commission awaited Mr. McNinch's return before taking further action.

With an intra-Commission fight in prospect, the reasons advanced by Chairman McNinch for wishing to exempt a half-dozen groups of employees from Civil Service were being studied and assailed.

The letter listed the following positions which the FCC Chairman asked to be exempted from Civil Service:

Chief Examiner and all trial examiners, all attorneys, one confidential clerk for each member of the Commission, one secretary each to the General Counsel, Chief Engineer, Chief Accountant, Chief Examiner and Secretary, the Director of the Division of Information, and a general group of "experts".

The correspondence, including an accompanying memorandum to the Commissioners, disclosed that Chairman McNinch had sent the letter to the Civil Service Commission without consulting his colleagues. He explained that his illness had prevented his taking the matter up at a regular meeting.

"Under the new regulations", he said in the memorandum, "the Commission will have the option, assuming the request in the letter is complied with, of either filling these positions through non-competitive or competitive examinations. For this reason, it seems desirable to leave the Commission free to exercise that option with respect to these positions rather than foreclose us from so doing by failure to make an appropriate request of the Civil Service Commission."

Seeking to justify the request to the Civil Service Commission, the FCC Chairman said in his letter:

"The position of Chief Examiner is recommended for exception for the reason that the incumbent thereof heads a department of the Commission to which is committed the task of presiding over a large majority of the hearings ordered by the Commission to determine the merits of applications and complaints filed with the Commission, and to prepare reports of the facts therein presented, and to make recommendations concerning the final disposition of such applications and complaints. The Chief Examiner is called upon to



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advise the Commission with reference to the formulation of Commission policy, practice, and procedure; and to see that such policies, practices, and procedures as are formulated by the Commission are carried out in the hearings before Examiners and in the Examiners' reports and recommendations. The performance of such duties by the Chief Examiner creates a highly confidential relationship between the incumbent of that position and the members of the Commission, and the proper filling of such a position requires a high degree of latitude for selection of a person who will personally merit and receive the confidence of the members of the Commission. Such a question of personal fitness cannot be resolved by a system of competitive examinations.

"The positions of trial examiners are recommended for exception on grounds directly related to reasons given above in support of excepting the position of Chief Examiner. The incumbents of these positions literally sit in place of the Commissioners in presiding over public hearings and their conduct therein directly reflects upon the Commission and its work. In addition to being learned in the law and all aspects of the Commission's regulatory activities, an examiner must have a personality and character which will conduce to the creation of a fair, unbiased, and judicial atmosphere. These essential prerequisites are difficult, if not impossible, to determine by any system of competitive examinations.

"The positions of attorneys are recommended for exception for the reason that the incumbents of these positions have the duty of rendering legal counsel and advice to the Commissioners, collectively and individually, on the many confidential and important matters pending before the Commission - matters which often directly concern and affect Commission policy. The highly confidential relationship that has always been considered to exist between attorney and client, exists here to the fullest extent. For instance, the attorneys are used by the Commissioners to assist them in writing decisions on cases pending before the Commission, during the course of which the attorney and Commissioner must engage in a full and frank discussion of the merits of the case. It would be a source of embarrassment to the Commission should the matters discussed and opinions expressed in these confidential conferences be related to outsiders. Whether such confidences should or should not be placed in any particular person is a question which cannot be resolved by an objective examination on the person's knowledge of the law, graded by an examiner who cannot possibly judge for the Commission the personal fitness of the person for the trust that must be reposed in him.

"The reasons for excepting the positions of confidential clerk to each Commissioner and a secretary to the head of each department are likewise grounded on the extremely confidential nature of the duties of each. The success they attain in performing these duties rests in a large measure upon their ability to occupy such positions of trust to the satisfaction of their principals. Each Commissioner occupies a policy-making position and is aided and counseled therein by the heads of the departments.





One of the most vital and confidential duties of a Commissioner concerns the establishment and maintenance of communications in such a manner as to adequately meet the needs of national defense. Clerical, stenographic and related tasks concerning national defense matters must be delegated to the Commissioner's confidential clerk, who must be trusted to keep such matters in strictest secrecy. It would seem imperative that the employment of confidential clerks and secretaries to these officials should not be limited by the competitive examination system. Often a newly appointed official will be enabled to assume and fulfill his new duties with greater ease and effectiveness if he is permitted to bring with him a confidential clerk or secretary who has been previously retained by him in that capacity, but who could not be appointed under the competitive examination system.

"The reason for excepting the position of Director of the Division of Information lies in the fact that the incumbent of this position is entrusted with the duty of releasing information concerning Commission matters, the proper performance of which requires that the Director be fully informed of all Commission matters. Having been so informed, it is essential that the Director exercise a great amount of discretion and judgment in releasing information to the press and the general public, and he must at the same time guard all confidential information carefully. Whether or not a person is competent to accept such a position of trust depends upon personal characteristics not capable of determination through a system of competitive examination.

"The recommendation for the exception of experts merely proposes the extension of a practice permitted in the past of employing various experts to temporarily assist and advise the Commission. These experts are generally required on such short notice and must possess such special qualifications as to make appointment through a system of competitive examinations wholly impracticable. The requirements of such a system would often stand as a bar to the fulfillment of an urgent need for expert aid and advice.

"In making the above recommendation of positions to be excepted from the competitive classified Civil Service, the Commission considers that the proper performance of the duties assigned to each requires freedom of removal of any incumbent who should become unsatisfactory for any reason, even though such reason might not support removal from a competitive classified Civil Service position."

(See follow-up two or three pages further on in this issue)

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Broadcast licenses in Eire increased during 1937 by 13,240, or 13.4 percent, bringing the total up to 112,192, or one license to every twenty-seven of the population, as shown in a report just issued by Radio Eireann.

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1. The first of these is the fact that the Commission has not yet received any information from the Government of the United Kingdom regarding the proposed amendments to the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) which were adopted by the General Assembly of the United Nations in December 1979.

1. The first of these is the fact that the Commission has not yet received any information from the Government of the United Kingdom regarding the proposed changes to the law on the right of asylum.



## NAB VIEWS WTCN CASE WITH ALARM

As the Federal Communications Commission delayed action on the WTCN "censorship" case, the National Association of Broadcasters viewed the matter with alarm in its weekly bulletin.

"The threat of government censorship put in a surprise re-appearance last week when the Federal Communications Commission cited WTCN for hearing because of its broadcast of the Eugene O'Neill play, 'Beyond the Horizon'", NAB said.

"And though the concern first spread throughout the radio industry has somewhat lessened because of the Commission vote to reconsider the case, the spectre of a governmental control of radio program material enforceable with the six months licensing power in the hands of the FCC, continues to spread alarm throughout many areas of important American public opinion.

"Editorials and press comment, from both the conservative and liberal press, vigorously opposing any type of government censorship, have been received at headquarters. In Houston, Matthew Woll, veteran labor leader, openly stated that labor was opposed to any government muzzling and asserted that freedom of radio 'is something worth any struggle to protect and maintain.'

"NAB headquarters is keeping in direct touch with the situation for such action as may be needed.

"This is in line with the attitude expressed by President Neville Miller in his first public address delivered shortly after he took office:

"Any threat to gather the freedom of radio unto the bosom of a government, of a bureaucracy, or of a monopoly must be resisted. . . . Any invasion of our free competitive system of American broadcasting from any quarter whatsoever will meet with all the resistance at my command, and I believe as well with the determined resistance of the people who own and use the thirty million radio sets operative throughout America."

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## SUPREME COURT TO REVIEW RCA-MACKAY SUIT

The U. S. Supreme Court agreed yesterday (Monday) to review a lower court decision that the Mackay Radio & Telegraph Co. had infringed radio antenna patents held by the Radio Corporation of America. The Mackay firm, contending it constitutes the only competition to the world-wide communications operations of RCA, appealed from the second Circuit Court.

As a result of the decision, said Mackay, the Radio Corporation "becomes vested with a complete monopoly in public service radio telegraph communication."

The firm contended its antennas "differ radically" from those used by RCA.

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WASHINGTON, D. C.

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## HEARST SELLS WINS TO BLOW BROADCASTING CO.

Climaxing the disposal of his radio properties, William Randolph Hearst has sold Station WINS, of New York, to Milton H. Biow, New York advertising man and President of the Biow Broadcasting Co., which operates WAAM, Newark, it was disclosed this week.

The price in the deal, which is subject to approval of the Federal Communications Commission, was not revealed. Previously, however, it was reported that Col. Arthur O'Brien, of Seattle and Washington, D. C., was going to buy the station for \$250,000.

E. N. Stoer, Comptroller of Hearst Radio, Inc., said that all but two of the Hearst radio properties were to be sold to perpetuate the Hearst publishing interests.

Just what effect this will have on the highly-paid job of Elliott Roosevelt, who is President of Hearst Radio, Inc., was not known immediately. It is believed, however, that he will withdraw to manage his own and his wife's radio interests.

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## WFIL SUIT MAY PROVE TEST CASE FOR POLITICS

A libel suit filed last week in Philadelphia against Station WFIL and its president, Samuel R. Rosenbaum, may prove a test case of what constitutes libel in political speeches made over the air.

The suit, one of six, was filed by M. L. Annenberg, publisher of the Philadelphia Inquirer, as an outgrowth of Pennsylvania's turbulent campaign. The immediate complaint was an address made over WFIL by Senator Joseph F. Guffey (D.), of Pennsylvania.

Before the speech, over radio station WFIL, attorneys for Mr. Annenberg advised the station they believed the speech libelous.

Mr. Rosenbaum replied, offering Mr. Annenberg "the facilities of this station and network on equal terms."

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SECRET

CONFIDENTIAL

On the basis of the information received from the source, it is believed that the subject is a member of the Communist Party, U.S.A., and is active in the work of the Party in the New York area.

The subject is a male, white, born [redacted] in [redacted] New York City. He is a member of the Communist Party, U.S.A., and is active in the work of the Party in the New York area.

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10/11/38

PAYNE, CRAVEN RAP McNINCH CIVIL SERVICE REQUEST

Culminating an intra-Commission fight over the letter Chairman Frank R. McNinch, of the Federal Communications Commission, sent to the Civil Service Commission (see lead story), two FCC members this week urged the latter body not to grant the request for exemption of some 75 FCC jobs from the merit system.

The letter was written by Commissioners T.A.M. Craven and Gecrge Henry Fayne. It follows in full:

"Please be referred to a letter of Chairman Frank R. McNinch, addressed to your Commission under date of September 23, 1938, in the matter of certain exemptions from the Civil Service provisions recommended by him.

"Please be informed that up to September 30, 1938, the undersigned members of this Commission were not aware that this letter had been sent and that at no time had they been consulted as to its contents.

"It is noted that the Chairman recommends for exemption under Section 2 of Executive Order Number 7915 about sixty positions on the staff of the Federal Communications Commission now under Civil Service. We have studied this matter very carefully and our deliberate opinion is that these positions should not be so exempted. None of the positions listed is either policy-making or any more confidential than other positions on the staff.

"Under Section 4 (f) of the Communications Act of 1934, Congress has specifically exempted a number of positions which are policy-making or confidential, and the judgment of our legislators at the time seems to hold good today. All other positions were expressly made subject to the Civil Service provisions and it is likely that your Commission is without power to exempt them.

"We want to say further that the wholesale exemption of positions like these seems to be entirely contrary to the spirit of the Presidential Order and not in keeping with the President's policies as to Civil Service matters.

"In any event, this subject has not been up for discussion before the Commission and we have not had an opportunity of examining it before the letter was sent.

"We therefore strongly recommend that no action whatever be taken in the matter before this Commission has had an opportunity to make a deliberate decision."

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THEORY OF THE EARTH AND ITS HISTORY

The theory of the earth and its history is a branch of geology which deals with the origin and development of the earth and its various parts. It is a science which seeks to explain the processes which have shaped the earth and its features, and to determine the time and sequence of these processes.

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## CHURCH COUNCIL OPPOSES CENSORSHIP OF RADIO

While having no bearing on the current WTCN case, the Federal Council of the Churches of Christ in America this week warned against any form of censorship of radio programs by the Federal Communications Commission.

Releasing a report entitled "Broadcasting and the Public", the Council sought to point out the difficulty "of building up social controls in the form of law and usage for the governance of a private enterprise which seeks to utilize discoveries and inventions in which the community has much at stake".

As reported in the New York Times, the Council had this to say about government censorship:

"No administrative government agency is wise enough to be entrusted with power to determine what people shall hear. Freedom of radio is almost if not quite as important as freedom of the press. If either is curtailed, our political and religious liberties are imperiled. For this reason we believe any attempt to regulate utterances over the radio by an administrative government agency, except within canons of decency, propriety and public safety clearly defined by statute, is dangerous and contrary to public policy."

Since the Council recognizes that radio channels "constitute a natural monopoly", it is suggested that ways should be found to keep wavelengths in the hands of broadcasters who serve the public "interest, convenience and necessity".

To accomplish this it is proposed that the Federal Communications Commission, which is charged by law with the responsibility of assigning frequencies, should be responsive to community opinion concerning the merits of past services rendered by applicants for the use of wave-lengths.

To guard against political interference and undue influence by self-appointed critics, the survey recommends that permanent, voluntary associations representing the cultural interests of the community accept responsibility for appraising radio programs. Such groups would include educational associations, chambers of commerce, labor unions, medical societies, religious bodies and other permanent cultural associations which represent a valid community interest.

To avoid an increased centralization of cultural activities under the government, voluntary associations must function more vigorously and conscientiously in the development of standards to govern broadcasting as a public service, the survey contends.

"We cannot fairly demand", it says, "that the industry be responsive to public need without making provision for the intelligent and considered expression of that need."

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Of the process of democratic control the report declares:

"The continual evolution of standards that reflect the intellectual, esthetic and moral judgment of the community and bear testimony to a will on the part of the industry to be responsive to the demands of the community - this is the heart of the problem of social control in a nation which deliberately rejects an unlimited concentration of power in the hands of government."

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### RADIO WAR NEWS BOOSTED PRESS SALES, SAYS WRITER

Instead of curtailing newspaper sales, radio's coverage of the European war scare actually boosted them, in the opinion of Leland Stowe, Paris correspondent of the New York Herald-Tribune, who was in New York at the time.

Acting both as interpretative writer for the Herald-Tribune and radio commentator for NBC, Mr. Stowe was in a position to see both services in action. Writing in Editor & Publisher last week, he said:

"Did NBC's radio news beat detract from public interest in the next morning's newspapers? I doubt very much that this was the case. Although I was in the radio news room when Max Jordan's voice throbbed dramatically into our ears with the biggest news in many years; although I was as much on the inside as anyone could be on this side of the Atlantic, I was more anxious than ever to read every word out of Munich, and all European capitals, in the metropolitan morning press. I wanted all the little details. I wanted to know what correspondents on the spot wrote and thought. I wanted to see this epochal news and weigh it in cold print. I believe most people felt the same way.

"In fact, it seems apparent that newspaper sales remained abnormally high throughout the long and dramatic crisis over Czechoslovakia. It would appear that radio, far from displacing the daily press, actually supplemented the newspapers and whetted public appetite for the complete story in printed form.

"In this respect another factor may be mentioned. People like to get the considered opinion of qualified experts on a world-stirring event like the Munich Four-Power agreement. To get this they read their own newspaper's editorial columns and they read their favorite columnists.

"In the field of radio it is unfortunately still true that there are lamentably few commentators who have studied foreign politics at first hand and are thoroughly familiar with international affairs. Columbia's H. V. Kaltenborn is a noteworthy exception to the general rule as his remarkable broadcasts through-



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TO THE DIRECTOR, FBI, WASHINGTON, D.C.  
FROM THE SAC, NEW YORK (100-100000)  
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out the Czech crisis clearly demonstrated. But it remains true, in the realm of interpretation of European affairs and events abroad in general, that the American radio systems have not yet equipped themselves to compete with the newspaper columnist or editorial writer. Even if they should do so in the future it seems highly probable that the radio foreign news commentator's conclusions, more often than not, would excite speculation as to how these opinions would jibe with those of our most famous newspaper columnists. Once again radio might well whet the public's curiosity about tomorrow morning's newspaper.

"These conjectures are all raised by the recent experience in which radio had the world by the ears for almost three weeks on end. As a newspaperman I do not yet see any serious cause for alarm in this phenomenon, although others may view things in that light. But the fact remains that once the world's ears are opened it simply will not close them.

"With radio news dissemination unquestionably reaching maturity in the crisis, even though it is still in its early twenties, perhaps this foreshadows gradual but important changes in our newspapers' make-up and technique. Perhaps eventually it will mean that newspaper headlines will become less important, and what's underneath them will become increasingly more important. Based upon a rather limited experience in one field and a fairly long experience in the other, I would be inclined to believe that radio and the daily press - for a considerable period yet to come - will continue to be a counter-balancing and supplementary agency, one to the other.

"If radio news coverage has suddenly grown up, this momentous event need not imply that American journalism is in its dotage. To be reasonably well-informed in this complex and maddening world undoubtedly we shall greatly need the intelligent services of both radio and the press. A writing man, who also likes to speak occasionally, would ardently hope so!"

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#### NEW RADIO DEVICE ADDS TO SAFETY OF FLYING

Long an aid to fliers, radio has again contributed to the safety of flying with a new instrument that will register for a flier at all times his height in the air over land or water. The instrument is an "absolute" altimeter which will tell pilots the plane's exact distance above ground.

The new instrument was developed by the Western Electric Co. and United Air Lines. It uses the shortest radio wave ever employed in aviation, officials said.

Members of the Civil Aeronautics Authority, the Air Safety Board and United States Army and Navy officials viewed the new altimeter yesterday (Monday) at Washington Airport.

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 ::: TRADE NOTES :::  
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The Federal Communications Commission last week set for further hearing before an Examiner the case involving the license agreement between the Radio Corporation of America and the Globe Wireless, Let., in which other telegraph companies are involved. The date for the rehearing is November 23rd.

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Misrepresentation of the quality and effectiveness of certain cosmetics and preparations for the hair is alleged by the Federal Trade Commission, in a complaint issued against J.W. Marrow Manufacturing Co., 3037 N. Clark St., Chicago, a radio advertiser.

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For outstanding contributions to the advancement of fine music in America, Dr. Franklin Dunham, NBC Educational Director, has been made an honorary fellow in Trinity College of London. The award, voted to Dr. Dunham at a meeting of the Board in London last Monday, will probably be bestowed in New York early next Spring.

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A hearing has been scheduled by the Federal Communications Commission for December 12th before an Examiner on the Telegraph Division Order No. 12 dealing with "the justness and reasonableness of the ratio between the charges for ordinary and urgent messages (except press urgent messages) as prescribed in the tariffs of respondent carriers; and the existence of discriminations, prejudices, or disadvantages resulting from such ratio."

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Larry Elliott, Washington radio announcer, has left Station WJSV to join the announcing staff of the Columbia Broadcasting System's parent station, WABC, in New York City. Mr. Elliott has been with Station WJSV since October 26, 1925, when the station went on the air for the first time. He had experience as an announcer at other local stations.

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The Pittsburgh Sun-Telegraph dropped its radio comment column October 3rd. The Sun-Telegraph station, WCAE, advertised its detailed program in the Sun-Telegraph.

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The Metropolitan Police Department, of Washington, will ask the Federal Communications Commission soon for licenses to operate a two-way short-wave radio system in eight police cars, Maj. Ernest W. Brown, Police Superintendent, said. He explained that the system will be installed car by car as contingency funds permit until the eight cars are equipped. They will be operated on an experimental basis, and if the system proves successful, Congress will be asked for funds for general installation.



12.

THE UNIVERSITY OF CHICAGO

10/11/38

CREDIT FOR PEACE DUE RADIO, SAYS NEWSPAPER MAN

"Much of the credit" for averting another European war "will have to be given the radio", Howard Vincent O'Brien wrote in the Chicago Daily News last week.

"Never before has public opinion been so promptly and so thoroughly mobilized. It has been thrilling to think that as I sat listening to the words of a statesman, spoken by himself, millions of people, from Dan to Bersheeba, were also hearing them", he said.

"It was thrilling, too, to listen to short-wave broadcasts from the various nations of the world, each one reeking with propaganda, each one whining like a peddler for my approval. It made me feel immensely important - and a little dangerous! I, an obscure individual, was being asked to cast my vote, for or against. The lords of the world were on their knees to me, a person of no consequence on the face of it, yet by this solicitation given to understand that he was very consequential indeed.

"In those thrilling moments all the nonsense that has been uttered about 'propaganda' was blown away. Propaganda ceased to be the insidious peril we have been assured that it was. It became simply ridiculous. . . . .

"No longer are we obliged to take what somebody says about somebody else and swallow it as gospel. It is one thing to read or hear that Hitler is crazy; and it is very much another to hear Hitler.

"The idea grows on me that if the dictator disappears from our earthly stage it will be because of the radio. One may read of Mussolini addressing an ecstatic throng at Vicenza and be impressed. His reaction is different when he hears that funny little man screaming nonsense like a barker on the tailboard of a patent-medicine wagon.

"Stalin, alone, has kept his head. He remains awesome and mysterious; but one of these days he will make the mistake of going on the air. Then he will be just another little man, trying to sell me a bill of goods.

"It all makes me think of those splendid words of John Milton:

"'Though all the winds of doctrine were let loose to play upon the earth, so Truth be in the field, we do ingloriously, by licensing and prohibiting, to misdoubt her strength. Let her and Falsehood grapple; who ever knew Truth put to the worse in a free and open encounter?'

"That is what the radio is doing. It is giving us a free and open forum for the exploitation of the ideas which affect our destinies."

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

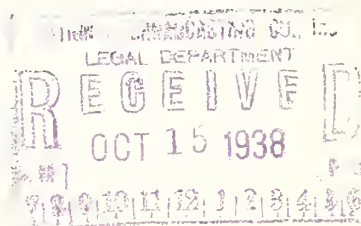
WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**

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No. 1166





## GARY OUSTED AS McNINCH "PURGE" GETS UNDER WAY

Inaugurating a "purge" of employees of the Federal Communications Commission not acceptable to the Chairman, Frank R. McNinch this week brought about the abrupt dismissal of Hampson Gary as General Counsel and admitted that other personnel changes are imminent.

Mr. Gary, who has been General Counsel for more than three years and who was one of the original members of the FCC, was summarily ousted Thursday after he had refused to resign and accept a transfer to the Reconstruction Finance Corporation.

Appointed as his successor was William J. Dempsey, 33-year-old legal aide to Chairman McNinch, who is said to be a protege of Thomas G. Corcoran. Mr. Dempsey, who has been acting as Special Counsel of the FCC for the forthcoming monopoly investigation, is the son of Representative Dempsey (D.), of New Mexico. He formerly was an Assistant Counsel at the Federal Power Commission when Mr. McNinch was its Chairman.

The change was made effective at once although Mr. Gary was allowed accrued annual leave due him until December 15th. Until that time Mr. Dempsey will be Acting General Counsel.

Mr. Gary's dismissal followed a bitter intra-Commission fight in which Commissioners George Henry Payne and T.A.M. Craven came to his rescue.

The ouster vote was 4 to 2 with Commissioners Eugene O. Sykes and Thad H. Brown supporting the Chairman. Commissioner Norman S. Case was absent due to illness. Commissioner Paul A. Walker also backed up Mr. McNinch.

A resolution adopted by the Commission stated that Mr. Gary's dismissal was "necessary for the proper and efficient discharge of the functions of the Commission". Chairman McNinch, in answer to a question by Commissioner Payne as to what charges were made against Mr. Gary, said that he was guilty of "inefficiency in the conduct of the Law Department". Commander Craven sought to have the meeting postponed until the charges could be investigated, but the Chairman curtly refused. It was also suggested that Mr. Gary be heard, but again the Chairman demurred.

Previously, on Wednesday, Chairman McNinch had asked Mr. Gary to resign and to accept the transfer. It was said that Jesse Jones, head of the RFC, also had talked to him.

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10/14/38

At a press conference yesterday (Thursday), Chairman McNinch stated that he had the full support of President Roosevelt in the FCC shake-up, which he denied is a "a purge".

"I have talked with the President", he said, "and I know that I have his support in what I have done and what I intend to do."

Asked about other rumored personnel changes (see story elsewhere), Mr. McNinch admitted that they are in prospect.

"They have not fully matured", he said, "but they will mature rapidly. The number is indefinite but not large."

Reported to be on the "purge" list are Davis G. Arnold, Chief Examiner; T. J. Slowie, Commission Secretary, and G. Franklin Wisner, Chief of the Press Information Division.

One unconfirmed report was that John B. Reynolds, Assistant Secretary, will be promoted to Slowie's job, although a Republican. He already has had a salary increase of \$2,800 under the New Deal.

Chairman McNinch denied he had any intention of replacing all of some 60 Civil Service employees whose jobs he has asked the Civil Service Commission to exempt from the merit system.

He also criticized Commissioner Payne for reportedly releasing copies of his letter to the Commission and Commissioners Payne and Craven for sending a separate letter to the Commission objecting to Mr. McNinch's request. The reason he did not show the two Commissioners the letter before sending it, he said, was that they were not in their offices that day.

"I have communicated with the Civil Service Commission", he said, and I find that the Commission itself has taken no action despite the statement by Chairman Mitchell.

"Besides", he added significantly, "the Commission may only recommend exemptions. The final decision is up to the President."

The Civil Service exemptions, he said, "applied solely to future employments" and not to present personnel. He added that he could only wait until February 1 to make some of the changes he contemplated.

Just what procedure Chairman McNinch will follow in ousting the Civil Service employees marked for the "purge" was uncertain, but he intimated that it may be accomplished by transfers, abolition of positions, or the filing of charges with the Civil Service Commission.

1. The first part of the report deals with the general situation of the country and the progress of the work during the year.

2. The second part of the report deals with the results of the work done during the year and the progress of the various projects.

3. The third part of the report deals with the financial statement and the accounts of the various projects.

4. The fourth part of the report deals with the conclusions and recommendations of the committee.

5. The fifth part of the report deals with the appendixes and the various documents referred to in the report.

6. The sixth part of the report deals with the list of members of the committee and the list of names of the various persons who have assisted the committee in its work.

10/14/38

As the split within the Commission widened, it appeared likely that the Gary dismissal may bring about a long-delayed Congressional investigation of the Federal Communications Commission and the broadcasting industry.

Mr. Gary, a Texan, is understood to have the backing of such Texans on Capitol Hill as Vice President Garner, Majority Leader Rayburn and Senator Sheppard.

The FCC inquiry was blocked in both the House and the Senate last year by Administration spokesmen, who asked that Chairman McNinch be given more time to "clean house".

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#### MONOPOLY HEARING POSTPONED UNTIL NOV. 14

Postponement of the Federal Communications Commission's investigation of radio networks and charges of monopoly from October 24th until November 14th was announced Thursday by Chairman Frank R. McNinch.

The reason for the delay, Mr. McNinch said, is that a large number of appearances have been entered by transcription companies and that more time would be needed to schedule all parties who wish to be heard.

The hearing will begin, incidently, on the same day that the larger Congressional monopoly probe starts.

Besides the networks, the parties that have notified the FCC of intention to appear at the hearing include the following:

The Committee for Industrial Organization, which charges censorship of labor talks and news by certain stations; the American Society of Authors, Composers and Publishers, on account of the copyright issue; the NAB Bureau of Copyrights; the National Committee on Education by Radio; the American Federation of Musicians; the World Broadcasting System; the Radio Transcription Producers' Association; the RCA Manufacturing Co. and the Westinghouse Electric & Manufacturing Co.

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The Federal Communications Commission this week denied an application of the Colonial Broadcasting Co. for a construction permit to establish a new broadcasting station at Morrostown, N. J.

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10/14/38

## McNINCH SCOFFS AT RUMORS OF SERIOUS ILLNESS

Just out of Naval Hospital, Chairman Frank R. McNinch of the Federal Communications Commission, appeared at a press conference yesterday (Thursday) in a jocular mood, scoffing at reports that he had been seriously ill.

"The rumors that I have been suffering from some malignant malady and that I might die or resign are entirely without foundation", he said. "The doctors have told me that every vital organ in my body is sound and that I am in better shape than I was twenty years ago. Tomorrow I am going to take my first horseback ride in several years."

Questioned by newspapermen as to his ability to ride, Chairman McNinch said:

"I can ride horses, too."

Mr. McNinch first went to Naval Hospital in mid-Summer because of a stomach ailment. He returned to his office for a few days in the early Fall and then returned to the hospital for "a check-up". He remained there about two weeks.

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## NEW RADIO DIRECTION FINDER SUCCESS IN TEST

Following closely on the heels of test flights with a new radio altimeter, an automatic radio direction finder was tested this week in New York City and found successful in keeping a plane on its path.

The device was developed during several months of secret flight tests by the Sperry Gyroscope Company, of Brooklyn, and the RCA Manufacturing Co. It was tested publicly with an air liner carrying sixteen passengers.

A dial placed on a mounting in the center of the pilot's cockpit shows by the direction of a needle, actuated by the radio device, the precise direction from which radio signals to which it is tuned are emanating.

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## McNINCH BALKED ON CIVIL SERVICE EXEMPTION REQUEST

While balked in his request for exemption of some sixty top-ranking employees from the Civil Service system, Chairman Frank R. McNinch this week returned to his office from Naval Hospital suddenly, and indicated he had not abandoned his attempted "purge".

Just what move the Chairman will make next to oust some of the employees that he is known to dislike was not known at once, but unress among the FCC personnel was apparent throughout.

Harry B. Mitchell, Chairman of the Civil Service Commission, denied Mr. McNinch's request shortly after receiving a protest from Commissioners George Henry Payne and T.A.M. Craven.

He described the FCC Chairman's request as "neither in harmony with the letter or the spirit of the President's Executive Order".

"The Civil Service Commission would not agree to except whole classes of employees", he said. "Under the general statement which we issued sometime ago, we would not make any sweeping exclusions such as McNinch recommended."

With the sudden return of McNinch to his office from Naval Hospital, where he has been confined for the past two weeks, it became apparent that he was not going to let the matter rest.

Other members of the Commission insisted that the Chairman intended to go ahead with his proposed "purge", at least to the extent of trying to effect the dismissal of three of the sub-officials now protected by Civil Service. They are:

T. J. Slowie, Secretary of the Commission, who is said to have had the endorsement of James Roosevelt, son of the President, when appointed a year or so ago.

Davis G. Arnold, Chief Examiner, a Civil Service employee for 17 years.

G. Franklin Wisner, Chief of the Information Service, a Civil Service employee for 12 years, who has survived several political turn-overs since the founding of the original Federal Radio Commission.

Also several members of the legal staff.

Chairman McNinch's request to the Civil Service Commission was attacked in a letter signed jointly by Commissioners George Henry Payne and T.A.M. Craven and apparently reflecting widespread unrest among Communication Commission employees.



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Commissioners Payne and Craven charged that Chairman McNinch had acted secretly and without consulting the full Commission membership. They urged the Civil Service not to act until a "deliberate decision" could be made.

"Commissioner Craven and myself", Mr. Payne declared, "when we found that the many fine people employed by the FCC were completely disorganized by this attack on their position and standing in the Government service, felt there should be some public statement as to opposition. In the four years that we have been trying to build up the Communications Commission so it would be responsive to public service, it was most essential that the employees should know that they would find loyalty and appreciation of merit."

Commissioner Payne made public a copy of Chairman McNinch's letter to the Civil Service Commission, together with a memorandum. The letter was dated September 23, the memorandum September 24. Mr. Payne charged that he and Commander Craven had not seen either until September 30th.

Several months ago the Civil Service requested heads of all departments and agencies to submit lists of positions considered policy-determining or for other reasons ruled out of Civil Service status. The largest exclusions - or most certainly the most spectacular ones - have been requested by Chairman McNinch, Commission sources disclosed.

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#### THREE MORE HEARST STATIONS TO BE SOLD

Following the sale of Station WINS, New York, to Milton H. Biow, President of the Biow Co., an advertising agency, E. N. Stoer, of Hearst Radio, Inc., announced this week that negotiations were under way for the sale of three more stations.

They are KOMA, Oklahoma City; KYA, San Francisco; and WISN, Milwaukee.

The sale price of WINS to Mr. Biow will be "under \$200,000", according to Mr. Stoer, who added that earlier plans to sell the station to Colonel Arthur O'Brien, a Seattle lawyer, for \$250,000 had been "dropped by mutual agreement".

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10/14/38

## GARY, FORMER FCC COUNSEL, WAS U.S. DIPLOMAT

Hampson Gary, who was dismissed by the Federal Communications Commission this week as General Counsel, has had a varied and distinguished career. Sixty-five years old and a native of Texas, he was an American envoy under President Wilson.

He was appointed one of the first members of the FCC in July, 1935, but served only six months, because of the step-up arrangement adopted to make the appointments irregular. He was succeeded by the late Anning S. Prall and subsequently was named General Counsel.

In 1914 he was made Special Counsel to the Department of State and later became a Solicitor of same. After the entrance of the United States into the World War in 1917, President Wilson sent him as U.S. envoy to Egypt. While serving at Cairo he was in charge also of American interests in Palestine, Syria and Arabia, and was at the front beyond Jerusalem with Field Marshal Lord Allenby for a while in the World War, and in 1919 was called to Paris for technical work with the American Commission to Negotiate Peace.

Switzerland was the next field of Mr. Gary's service, his years of training in the law and in the State Department, practical experience as our diplomatic representative at Cairo, and the added insight gained in questions of world wide significance at the Peace Conference caused the President to nominate him to be Envoy Extraordinary and Minister Plenipotentiary to that country. For several reasons the post was at that time one of the most important in the whole foreign field. The aftermath of war had brought to Berne and Geneva problems touching nearly every nation in the world. They raised difficult questions of international law and diplomacy. Mr. Gary was able to take care of every interest of the United States and received the high commendation of his Government.

Mr. Gary practiced law in Washington and New York City after 1921. He is a member of the American Bar Association, American Society of International Law, Sons of the Revolution, and the New York Southern Society. His clubs include the Metropolitan, Cosmos, Chevy Chase, and Lawyers.

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## CBS PIPES PROGRAM TO PROSPECTS IN UNIQUE TEST

A unique method of demonstrating a proposed program for a nation-wide group of retail merchants was adopted this week by the Columbia Broadcasting System and may lead to the sponsorship of the New York Philharmonic Orchestra.

An orchestral concert was transmitted by telephone from the New York studios of CBS to 108 of its affiliated stations for private audition purposes. The program was not broadcast but was heard by hundreds of merchants in the areas reached.

As described by the New York Times, the program would cost close to \$1,000,000 to produce for 30 weeks and "would be sponsored by the merchants in the local areas, who would share the cost".

The immediate reaction among the Nation's retail merchants was said to be favorable. CBS officials withheld comment until a definite plan of broadcasting was worked out.

The program being considered would feature the thirty concerts of the Philharmonic Orchestra at Carnegie Hall. Interpretations of the music would be given by Deems Taylor, which a prominent radio commentator would serve as the "voice of retailing" in the discussion of the broad aspects of distribution.

The Philharmonic Orchestra has not had a commercial sponsor, but has been broadcast for the last eight years as a sustaining feature by the Columbia System. The initial concert of the present season is scheduled for Sunday afternoon, Oct. 23.

Tuesday's private audition, described as a "capsule version", was undertaken to give merchants in the local territories served by the radio stations the opportunity to indicate their views on the proposal. Upon their decision, it was indicated, will rest whether or not the retail broadcast plan will be carried through.

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## LUTHERAN CHURCH RAPS GOVERNMENT CONTROL OF RADIO

The United Lutheran Church in America, in its closing bi-annual session at Baltimore this week, sounded a warning against Government control of radio on the ground that it might endanger the radio activities of the church.

The layman's radio committee decried the suggestion of Government operation or strict control of radio stations and afterwards S. Frederick Telleen, a member of the committee, commented:





"Doubtless some of you have read or heard so-called arguments for the control of radio broadcasting by the Government. There are dangers inherent in Government control of radio, or shall we say control by politicians, which many people do not realize.

"If any of you are of the opinion that such Government control would be an advantage in any way, I should like to suggest that you inform yourself thoroughly on the subject.

"As it is now, we have made and are making a contribution to the religious life of the country without any dictation whatsoever, a contribution, under the present system, which would be impossible if we had any sort of government control over radio."

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#### HOLLYWOOD RADIO CITY TO OPEN NEXT MONDAY

The ultra-modern studios of the National Broadcasting Company in Hollywood will be opened for business next Monday, October 17th, it was announced this week in Hollywood by Don E. Gilman, NBC Vice-President in Charge of the Western Division.

Operation of the new plant, the final link in a chain of new NBC studios stretching from coast to coast, will begin in a routine manner, with neither fanfare nor formal dedication, eight days after the first nationwide broadcast was staged in the studios by the Hollywood Playhouse last Sunday.

"Hollywood Radio City, the new NBC studios in the motion picture capital, is a testimonial to the importance of the West Coast as a source of entertainment and education", said Lenox R. Lohr, President of NBC. "Many fine broadcasts, enjoyed by millions of listeners throughout America and the rest of the world, originate in Hollywood. These studios, joining the best in artistry and engineering now give Hollywood and the West Coast one of the finest production centers in the broadcasting world."

Replacing studios in Melrose Avenue which were outgrown in three years, the new NBC headquarters is a classical moderne structure standing at Sunset and Vine, the site of the old Famous Players-Lasky lot, cradle of the screen industry. A three-story office building and eight individual broadcasting studios comprise the Hollywood Radio City. Four of the studios, built as individual sound stages after the motion picture plan, seat 350 persons each. Two of the stages, largest in the radio world, have an area of 3,000 square feet each, enough space to accommodate 1,500 standing persons.

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10/14/38

## WASHINGTON MONUMENT TO HOUSE RADIO SET

The famed Washington Monument in the National Capital, will house a receiving set for two-way radio communication to be inaugurated here late in 1940 by the District Fire Department, it was disclosed this week.

The National Capital Parks authorities have given the District permission to utilize the space in the shaft between the spectators' platform and the top of the monument.

Already work has begun to install machinery which, in two years, will pick up messages from automobiles - and even the old fire boat on the Potomac - for relaying to fire alarm headquarters at McMillan Park.

Under a \$500,000 loan and grant to the District from the Public Works Administration the system will be ready for use by June, 1940. At this time, also, the two-way radio system will begin operation for the Fire Department, and possibly the Police Department.

A slice of the \$500,000 allotment was turned over to Herbert A. Friede, Superintendent of the Police and Fire Alarm Systems, for work in the two-way radio field.

Of course, there's always a danger that once the system begins operation, one of the hundreds of thousands of tourists who visit the Monument might take a notion to inspect the receiving set. He says it would take but a snip of a wire to throw the entire system out.

"But we will have the guards there, and it will be very difficult for anyone to reach the spot anywhere", he declared.

The sets will be installed in the fire boat; the car of the Chief Engineer, Fire Marshall, two emergency cars, Deputy Chief, Superintendent of Machinery and Superintendent of the Alarm System.

The police calls and the fire calls will be broadcast on the same wave band. According to the rules of the Federal Communications Commission only one frequency in the ultra high brackets is allowed to a city.

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Figure 1

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TRADE NOTES

Felix Greene, U.S. representative of the British Broadcasting Corporation, stationed in New York, is the only foreign agent engaged in radio work who has registered with the State Department to date.

The International Telephone & Telegraph Corporation has just published a chart in colors showing the recent international allocations of radio frequencies at the Cairo Conference.

The Federal Communications Commission this week approved the transfer of Station WJIM, Lansing, Mich., from Harold F. Gross, to WJIM, Inc. which was organized for the express purpose of separating the radio station from Gross's personal business affairs.

Three more newspapers have again opened their columns to radio chatter and news. They are the Louisville Courier-Journal and Times, the Buffalo Times and the Shreveport, (La.) Journal.

Harold C. Higgins has been appointed Manager of WOR's western office at Chicago. Higgins formerly was Western Manager for Paul H. Raymer & Co., station representatives. Previous to that he reorganized the sales staffs at WBAL, Baltimore and WEEI Boston, and from 1926 to 1931 served as Sales Manager and later Station Manager of WBZ, Boston.

A \$189,000 project for a new Coast Guard headquarters radio station, its equipment and site five miles from the District of Columbia line in Virginia, received the approval of Public Works Administrator Harold Ickes this week. Funds will be obtained by the use of previous P.W.A. allotments already made to the Coast Guard.

Coast Guard headquarters said no site had been selected. It was said, however, the new station is to replace the one now being operated at Fort Hunt, Va.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**

RECEIVED  
LEGAL DEPARTMENT

OCT 19 1938

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No. 1167

*Journal of Management Education* 30(6)p. 789-804

October 18, 1938.

## BITTER FCC FIGHT LOOMS OVER WLW REPORT

With the Federal Communications Commission already at logger-heads over the current "purge", the filing of a report by a three-man committee recommending that the super-power broadcasts of WLW on an experimental basis be discontinued this week threatened to intensify the friction.

Following an advance "leak" that recalled a similar premature disclosure on the FCC telephone inquiry, the report was made public on Sunday. It was signed by all three members of the committee: Commissioners Norman S. Case, Chairman; T.A.M. Craven and George Henry Payne.

Immediately it became apparent that other members of the Commission, including the Chairman, will make an effort to reverse the Committee's action. Chairman Frank R. McNinch said at least a month will be required to "study" the report.

Commissioner Paul A. Walker may well be the key man in the final decision as Commissioners Eugene O. Sykes and Thad H. Brown are expected to vote with the Chairman to continue WLW's experimental broadcasts.

The Crosley Corporation has been operating with super-power on experimental license arrangements since 1934. It asked the FCC for authority to continue to use 500 kilowatts power, compared to 50 kilowatts for the next most powerful commercial stations, because it said it wanted to experiment with an antenna structure of wide flexibility.

Following a lengthy recital of the findings at the hearing, the committee set forth these conclusions and recommendations:

"The application of The Crosley Radio Corporation seeks, in effect, continuance of the right to use experimentally 450 kw in addition to the regularly authorized power of 50 kw. Therefore, in addition to the general statutory standard of public interest, convenience or necessity, the Commission must consider the provisions of Section 303(g) of the Communications Act of 1934, which specify that the Commission shall study new uses for radio, provide for experimental uses of frequencies and generally encourage the larger and more effective use of radio in the public interest.

"The facts above outlined show that the applicant in this case has contributed to the technical development of radio and has augmented the general store of scientific knowledge concerning this modern invention. A 500 kw. transmitter has been developed





and its use for regular broadcast operation proven feasible from a technical standpoint. The utilization of this amount of power has also been demonstrated as a method of affording listeners in remote rural areas, as well as in towns which do not have or cannot support local transmission facilities, an improved service. The applicant has been a pioneer in the field of experimentation and normally should be permitted to continue such experimentation, provided, first, that its plan of research is such as is likely to result in substantial contribution to the art of broadcasting and that the successful continuation of said plan requires the use of 500 kw. power; second, that such continuance does not adversely affect other stations now licensed either from the standpoint of interference or economics (or if such adverse effects are present, whether outweighed by other factors), and, third, that the interest of the public in general is served. The latter factor necessarily involves all factors in this case.

"In substances, the applicant's plan of future experimentation is to determine upon and install an antenna structure of wide flexibility, permitting control of the location of the rapid fading area and the placement of the primary and secondary service areas where most needed. These problems rise in their entirety in connection with nighttime operation. During daytime the problem would simply be to obtain as wide coverage as possible from the ground wave. However, power of 500 kw. is not essential to the program of experimentation. The signal radiated by stations may be definitely controlled by varying types of directive antenna systems. The amount of power used has no bearing upon the location of the rapid fading zone, and the signal which would be received from a 500 kw. transmitter at any given point can be readily calculated from the measured signal received from a 50 kw. transmitter. Although it was contended that under the present conditions of propagation, due largely to the extreme sunspot activity, there is not sufficient sky wave signal from a lower powered transmitter in the order of 50 kw. to permit study in the secondary service area, yet conditions at the present time approximate the worst possible and will not recur for about eleven years. In the meantime, sky wave signal propagation will become increasingly better, the tendency will be toward average conditions until maximum efficient propagation conditions are reached about midway of the eleven-year cycle of sunspot activity now beginning. As these conditions improve, experimental studies such as proposed by the applicant may be readily carried on with power of 50 kw.

"Station WOR, Newark, New Jersey, licensed to operate on the adjacent clear channel of 710 kc. with power of 50 kw. has been subject to objectionable interference during the operation of WLW with power of 500 kw. The extension of the authority here sought will result in the continuance of such restriction. Station WOR, being a clear channel station, should normally serve a larger area and population. While some interference would be experienced with each station using 50 kw. power, the degree of interference to be expected is directly proportional to the ratio between the signal strength of the desired and undesired signals. In other words, limitation upon WOR is more objectionable as the disparity of power between the two stations increases.





"Instances are shown in this record where stations within the area served by WLW have experienced difficulty in obtaining commercial support particularly of the type commonly called 'national spot advertising'. However, one such station was able to make a good profit and another a small profit. There is nothing to indicate what profits might have been made without competition of WLW. The wider coverage obtained by reason of higher power has naturally resulted in more widespread competition and included are stations at points far enough removed from Cincinnati to receive little if any competition from WLW using the normal output of 50 kw. power. Although reasonable competition is to be desired, it ceases to be reasonable and becomes undesirable when the effect thereof is to render impossible the operation of stations as media of local self expression. This important factor of public interest must be given careful consideration in distributing facilities to the communities of the nation as a whole. Representatives of WLW in arranging the sale of time with prospective advertisers have stressed the point of the tremendous amount of power and the consequent very wide coverage thereby obtained. As an indication of the success of such representations, one need only consider the fact that for the year ended December 31, 1937, the net income after deduction of income taxes amounted to \$702,954.61 and for the year prior thereto \$706,589.89. These figures indicate a net return in one year of nearly 70 per cent of the original cost of all applicant corporation's property devoted to broadcast service as of December 31, 1937. Since 1933 there has been a marked increase in broadcast station revenues, and it is, of course, impossible to estimate the amount that would have been earned with normal operation at 50 kw. power.

"From the facts in this case we conclude, first, that the applicant's proposed experimental research program does not necessitate the use of 500 kw. power to result in any substantial contribution to the radio art; second, that in the light of the adverse effect upon the reception of Station WOR and the uncertainty as to the economic effects generally of such operation, caution should be exercised by the Commission in extending the experimental authorization, no compelling reasons therefor having been advanced; and third, in view of these factors, public interest, convenience and necessity will not be served by the granting of the application.

"It is therefore recommended that the application of The Crosley Radio Corporation for extension of special temporary experimental authorization to use and operate the radio transmitting apparatus of W8XO with the call letters of Station WLW and with power of 500 kw., be denied.

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11/18/38

WLW INTENDED TO SPEND \$100,000 ON NEW SYSTEM

Outlining as its objective the establishment of an antenna structure of wide flexibility, Station WLW is prepared to spend an estimated \$100,000 to construct a new system for further experimentation in the super-power field.

The flexible antenna, it was said, would have permitted control of the location of the fading area and the placement of both primary and secondary areas where most needed.

"The total cost of the 500 kw. equipment of WLW was \$396,287", according to the FCC report. "The 500 kw. transmitter was purchased for \$303,906, additional land cost \$4,326, the vertical radiator \$46,233, the sub-station \$31,185, and an addition to a building \$10,626. Of these items the transmitter, sub-station, and addition to building were necessary for 500 kw. operation and would not be necessary if 50 kw. power is used. The sub-station, being already in the circuit, would be used rather than removed in the event 500 kw. operation is not continued.

"In its records The Crosley Radio Corporation maintains separate accounts covering its radio broadcast activities and has separated the maintenance cost of the 50 kw. and 450 kw. units of WLW. The annual maintenance cost of WLW as a 50 kw. station is fixed at \$78,785, while the figure for 500 kw. operation is \$220,514, or an increase of \$141,729. The major items of increase have been in vacuum tubes, power, and light. The total increase in personnel has been the addition of one person at an annual salary of \$2,500. The miscellaneous item for 50 kw. operation is \$4,390 and for 500 kw., \$8,144, or an increase of \$3,754, representing largely the cost of surveys which have been conducted as a basis for reports to the Commission on the experimental operation.

"Station WLW has been operated consistently at a profit. The statement of its income and expenses for the period April 1, 1929, to December 31, 1937, shows total net income, after deduction of income taxes, of \$43,464.20 for the year ended March 31, 1930; \$145,867.99 for the year ended March 31, 1931; \$221,567.44 for the year ended March 31, 1932; \$146,932.27 for the year ended March 31, 1933; \$408,951.58 for the year ended March 31, 1934; \$522,489.30 for the year ended March 31, 1935; \$439,373.59 for the 9-month period ended December 31, 1935, or at the rate of \$585,831.45 upon a yearly basis; \$706,589.89 for the year ended December 31, 1936; and \$702,954.61 for the year ended December 31, 1937."

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## RADIO AD GAINS FOUND MORE RAPID THAN OTHER MEDIUMS

The rise of radio advertising since 1933, while partially followed by magazines and newspapers has proceeded with far greater rapidity, according to the findings of the WLW Committee of the Federal Communications Commission.

"During the year 1937 advertisers spent \$117,909,000 for radio station time and an additional sum of \$11,265,000 for program talent", the report stated. "Revenues of the two major chain broadcasting companies during the year amounted to \$68,902,000 or more than two and one-half times the 1930 figure of \$26,820,000.

"Magazine advertising revenues of \$201,852,000 in 1930 declined to a low of \$93,984,000 in 1933, and in 1937 were \$165,254,000, or about 80% of the 1930 figure. Newspaper advertising for 52 cities amounted, in aggregate lines, to 1,654,246,000 in 1930 and declined to 1,065,515,000 in 1933. Using 1930 as a base, the 1937 figure of approximately 1,410,000,000 aggregate lines is about 85%. From 1930 to 1937 newspaper lineage and magazine revenues followed practically the same trend while radio had a steady rise with the exception of the drop in 1933. The rise of radio advertising since 1933, while partially followed by magazine and newspapers, proceeded with far greater rapidity.

"In 1930 out of the total sum of \$510,500,000 magazines received 39.6%, newspapers 45%, chain broadcasting 5.3%, and outdoor advertising and car cards 10.1%. Of the sum of \$427,561,000, in 1936, magazines had 33.6%, newspapers 44%, chain broadcasting 14%, and car cards and outdoor advertising 8.4%. During the first two months of 1938 magazine advertising declined 5.5% from the same period in 1937, newspapers advertising declined 11.6%, and chain broadcasting increased 14.9%."

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## SUN SPOT CYCLE NOW AT WORST, FCC GROUP CONTENTS

The 11-year sun spot cycle that has proved a nuisance though not an obstacle to broadcasters and listeners alike is now at its worst stage, according to findings of the WLW Committee of the Federal Communications Commission. The trouble, however, is noticeable chiefly in the secondary service areas of radio stations and hardly at all in reception of community broadcasting outlets.

"The signal in the secondary service area of a broadcast station is variable in character", the report stated, "being subject to slow fading, and a daily variation following the elevation of the sun, as well as a seasonal variation and a variation because of solar activity. It is generally considered that the greater the sun spot activity, the poorer are conditions of transmission in the broadcast band. From the information available,

THE HISTORY OF THE UNITED STATES

The first part of the history of the United States is the period of discovery and exploration. It begins with the arrival of Christopher Columbus in 1492 and continues through the early years of the 17th century.

The second part of the history is the period of settlement and expansion. It covers the years from the early 17th century to the mid-18th century, when the British colonies were established and began to grow.

The third part of the history is the period of the American Revolution. It begins with the outbreak of the war in 1775 and ends with the signing of the Constitution in 1787. This period is characterized by the struggle for independence from British rule.

The fourth part of the history is the period of the early republic. It covers the years from the signing of the Constitution to the end of the 18th century. This period is marked by the establishment of the federal government and the early years of its operation.

THE HISTORY OF THE UNITED STATES

THE HISTORY OF THE UNITED STATES

The fifth part of the history is the period of the 19th century. It covers the years from the beginning of the century to the end of the 18th century. This period is characterized by the westward expansion of the United States and the growth of the industrial revolution.

The sixth part of the history is the period of the 20th century. It covers the years from the beginning of the century to the present. This period is marked by the two world wars, the Great Depression, and the rise of the United States as a superpower.

it appears that sun spot activity covers a cycle of about eleven years, with average conditions approximately represented by the Spring of 1935, and the poorest conditions by the present time.

"Due to present day conditions, the rapid fading zone of WLW is probably about 75 miles more distant than in 1935, with the inner limit approximately 200 miles from the transmitter.

"As heretofore pointed out, conditions of propagation at the present time are probably the poorest of the eleven-year sun spot cycle, and the service now rendered by WLW, with power of 500 kw., particularly in its secondary area, is estimated to be approximately what is shown for a 50 kw. output in 1935. Similarly, stations now operating with 50 kw. are experiencing coverage comparable to that rendered by 5 kw. stations in 1935."

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#### FCC SUGGESTS STRICTER TELEVISION CONTROL

Suggestions for more strict control of television experiments have been made by the Federal Communications Commission in a letter to Bond Geddes, Executive Vice President of the Radio Manufacturers' Association. The Commission's suggestions are now under consideration by the RMA Engineering Department and Special Television Committee.

Formal hearings on the RMA television transmission standards submitted recently are apparently under consideration by the FCC and regulations to require observance of such standards by television stations, even though licensed on an experimental basis, would follow.

The FCC suggestions to RMA followed submission last month by the Association of proposed standards for television transmission. The Commission's reply, made by Secretary T. J. Slowie, asked the RMA to give the names of companies actively engaged in the development of television, the extent of such activity, and submitted other specific questions to RMA, as follows:

"Why it would be in the public interest to adopt the standards proposed by the RMA at this particular time, including a statement as to whether television stations, even though licensed on an experimental basis, should be required to abide by such standards.

"Whether or not you believe that the development of television has reached the stage where the Commission might call formal hearings with respect to the adoption of standards, in which event the RMA would be expected to present evidence showing that such standards are required at this particular time."

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The questions raised by the Commission are now under advisement by the RMA Engineering and Television Committees. In submitting the proposed television transmission standards, the RMA advised the Commission that it was prepared to demonstrate that the proposed television standards are practical and in the public interest.

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# CIVIL SERVICE BOARD ADAMANT; PAUSE IN "PURGE"

As the Civil Service Commission indicated, it would stand adamant against the attempt of Chairman Frank R. McNinch, of the Federal Communications Commission, to exempt nearly 60 Federal Communications Commission jobs from the merit system, a temporary halt in the "purge", or at least a reprieve for some, was rumored early this week.

William J. Dempsey, newly appointed General Counsel of the FCC, held a meeting of the 33 lawyers in the Legal Division, where the axe was expected to fall heaviest, and assured them no immediate shake-up was forthcoming.

Davis G. Arnold, Chief Examiner, who was on the "purge" list last week, was reported to have reached an understanding with Chairman McNinch.

The fate of T. J. Slowie, Secretary, and G. Franklin Wisner, Press Relations Chief, was still uncertain.

Unfavorable public reaction to the purge and its reported link with the WLW case were believed responsible for the change in tactics of the FCC Chairman. At a press conference last week Chairman McNinch said further personnel changes might be expected almost immediately.

Harry B. Mitchell, Chairman of the Civil Service Commission, in a letter to Communications Commissioners T.A.M. Craven and George Henry Payne made it clear that the Commission agreed with him in his previous statement that exemption of the FCC positions would be contrary to the President's Executive Order of last June.

Chairman McNinch previously had commented that Mr. Mitchell was speaking only for himself. Replying to a letter of protest against the McNinch proposal, Chairman Mitchell said:

"The Executive Order of June 24, 1938, clearly has two objectives: (1) the extension of the competitive merit system to include a large number of positions now exempt from competition and (2) the furtherance of a career system in the Federal Government by increasing the number of higher positions brought within the range of the merit system.



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"There is no purpose whatsoever in the Executive Order to increase the number of exempt positions; and although the Civil Service Commission has not reached a decision with respect to the specific recommendations made by the individual departments, and the independent establishments, it may state in this connection that it believes it would not be obeying the direction of the President in his Executive Order were it to concur in the recommendation of Chairman McNinch in the letter of September 23 to increase the number of non-merit positions in the Federal Communications Commission."

Meanwhile, it was learned that the Civil Service Commission stood ready to investigate any grievance of Civil Service employees of the FCC who may be ousted by abolition of positions or otherwise.

Chairman McNinch had stated that some of the FCC dismissals might be effected by abolishing jobs.

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#### FCC CONFERS WITH CANADIANS AT OTTAWA

A conference between officials of the Federal Communications Commission and of the Department of Transport of Canada which began at Ottawa on Monday, October 17th, relates to radio requirements for vessels on the Great Lakes. The Federal Communications Commission was directed by Congress in Section 15 of Public Law 97, approved May 20, 1937, to make a special study of the radio requirements necessary or desirable for safety purposes for ships navigating the Great Lakes and inland waters of the United States.

This is the second informal conference of the Federal Communications Commission and the Department of Transport of Canada in connection with the Great Lakes and Inland Waters Survey. The first of these conferences was held on May 12, 1938, at New York. It is expected that the Ottawa conference will be instrumental in further developing the lines of cooperation between the two Governments with respect to radio requirements on the Great Lakes.

Representatives of the Federal Communications Commission at the parley will include Commissioner Thad H. Brown; E. K. Jett, Chief Engineer; Marshall S. Orr, of the Legal Department; W. N. Krebs, of the Engineering Department, and Dr. M. L. Fair, Research Director of the Great Lakes and Inland Waters Survey.

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1. The purpose of this document is to provide information regarding the activities of the [redacted] in the [redacted] area. This information is being provided for your information and is not to be distributed outside of your office.

2. The [redacted] has been observed in the [redacted] area on [redacted] and [redacted]. The [redacted] has been observed in the [redacted] area on [redacted] and [redacted].

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### MEMORANDUM FOR THE DIRECTOR

1. The purpose of this memorandum is to provide information regarding the activities of the [redacted] in the [redacted] area. This information is being provided for your information and is not to be distributed outside of your office.

2. The [redacted] has been observed in the [redacted] area on [redacted] and [redacted]. The [redacted] has been observed in the [redacted] area on [redacted] and [redacted].

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 ::: TRADE NOTES :::  
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The Board of Directors of the Radio Manufacturers' Association will meet Thursday, October 20th at the Hotel Roosevelt in New York City. President A. S. Wells will preside. Expansion and improvement of the RMA statistical services for its members, problems of the new Federal Wage-Hour Law, and important merchandising problems will be considered.

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The first of a series of four weekly broadcasts designed to provide foreign listeners with an accurate portrayal of American educational practices, as carried out in the primary, secondary and collegiate institutions of this country, will be launched by General Electric's international short-wave radio stations W2XAD and W2XAF, November 1, according to E. S. Darlington, in Charge of Short-Wave Broadcasting. Working in conjunction with Dr. Frank Graves, Commissioner of Education of the State of New York, and Superintendent of Schools Howard W. Pillsbury, the series will mark an advent from the lecture type of radio broadcast by giving foreign listeners an insight into the social, economic and historical background of the American school system. The broadcasts will be participated in by students and parents as well as teachers, professors, college presidents and government officials. The programs will be broadcast in English, Spanish and Portuguese, and, by the use of directional antenna, reception in Latin and South America as well as Europe is planned.

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The Federal Communications Commission this week announced new minimum antenna requirements with respect to standard broadcast stations. The new requirements will become Section 5 of the Standards of Good Engineering Practice, which were the subject of a hearing last June.

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Station WLAK, Lakeland, Florida, the 159th station to become associated with the NBC networks, will be a bonus outlet available at no charge to advertisers purchasing the facilities of the Florida Group, according to Keith Kiggins, NBC Station Relations Manager. WLAK was made an affiliate of the NBC on September 25th.

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Several radio companies, including the Philco Radio & Television Corporation and the Grunow Co. will start manufacturing cameras as a sideline the first of next year, according to Leonard Lyon's syndicated column in New York.

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The U. S. Bureau of Foreign and Domestic Commerce, Electrical Division, has just issued a set of tables showing radio set requirements for all foreign markets. Copies may be obtained at ten cents.

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J. Walter Thompson, New York advertising agency, has registered at the State Department as agent for "Radio Times", British Broadcasting Corporation organ, in this country.

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The Federal Communications Commission this week granted a construction permit to Joe L. Smith, Jr., of Beckley, West Virginia, to use 1210 kc. with 100-250 watts power, unlimited time.

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Tom Joyce, Advertising and Sales Promotion Manager, RCA Victor, told Editor & Publisher this week: "Sales of radios and Victrolas have taken a definite upturn since settlement of the European crisis. Our company is anticipating good business from now until Christmas and have planned the largest dealer cooperative newspaper advertising program in our history."

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Competition in the Argentine market by the Philips organization of Holland has provoked a battle by American radio manufacturers to maintain their position in Argentina. The RMA has called a meeting of all radio manufacturers interested in the Argentine market, to consider aggressive action, for 10 o'clock next Wednesday, at the Hotel Roosevelt in New York City. S. T. Thompson of Chicago, Chairman of the RMA Export Committee, will preside, and all RMA members interested in maintenance of their Argentine sales have been urged to attend.

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#### FOREIGN LANGUAGE STATIONS BARRED IN U. S.

American radio broadcast facilities will not be allocated to set up stations to transmit programs to persons of foreign extraction who cannot understand English, the Federal Communications Commission has decided. This policy was set in an adverse decision on an application in which the applicant's figures citing the need referred only to German and Polish groups.

The decision was made on the application of WWPO, Inc. for a construction permit, and the Commission said that from the testimony of the officers and Directors it appeared that the main purpose of the application was to meet an alleged need for foreign language broadcasts.

The Commission pointed out that the program service offered by the applicant emphasizes the large foreign element in Pittsburgh and the need for giving service to the portions of those foreign groups which do not speak English. But the Commission added that the record does not establish the existence of a large foreign population in Pittsburgh unable to speak English. Even if the record would sustain such a finding, the decision held, the contention that a new radio station is necessary to serve their needs is unsound. Radio broadcasting facilities are too few and the need for equitable distribution of these facilities throughout the country is too large to grant such broadcast station licenses.

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## FCC ROW "SMELLS", SAYS GENERAL JOHNSON

"The row in the Federal Communications Commission is beginning to smell", Gen. Hugh S. Johnson, former NRA Administrator, stated in his copyright and syndicated column this week.

"The split is supposed to be on questions of policy or the absence of policy", he continued. "Actually it is over whether that quasi-judicial, quasi-legislative body is a seven-man commission or a one-man czardom. If it is to be the latter, the czar will be Mr. McNinch as chief-of-staff for the Corcoran coterie at the White House.

"One row within the commission has been as to whether that body shall prescribe general policies so that the radio and other communication companies may know what is expected of them, or whether, as at present, they be required to act at their peril subject, as to radio companies at least, to a sentence of economic death by having their licenses revoked if they guess wrong.

"Another row has been as to the extent to which the commission shall set itself up as an actual censorship of what is said or sung over the air.

"Finally, there is a disagreement as to whether the commission shall now launch forth on a witch-hunt called a 'monopoly investigation', to punish, discipline or intimidate the radio broadcasting industry. One curious aspect of this particular row is that if a monopoly has been created in this industry, it was created under the very wide power of this very commission. It would be a witch-hunt by some of the witches themselves.

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"Some of these discussions are of long standing. Mr. McNinch was selected and sent as chairman to iron them out. Instead of doing this, his peculiarly arbitrary and cantankerous personality has made them worse.

"Now he has launched upon a far more drastic purge than the President's own - probably tactics of the same author, the brilliant Tommy Corcoran. It began by firing arbitrarily and without a hearing before the commission of its own general counsel. He was fired for charged 'inefficiency'. Yet, to induce him to resign, a job at the same good salary was offered in another Government department.

"This was followed by a move to purge practically the entire personnel - 50 to 60 officials of two departments - law and investigation. The purged general counsel was replaced by Mr. Dempsey - one of Tommy Corcoran's fair-haired boys. A good deal of all this action was urged by Tommy. The mass purge of the others - mostly lawyers - was protested by members of the commission. It required the connivance of the Civil Service Commission. This has not as yet been obtained and may never be obtained. But the method and attempt has been exposed and they are something to think about.

"All this is something more than a tempest in a teapot bureaucracy. If that commission can be reduced by purge and intimidation to a subservient one-man official gadget of the Corcoran type, there are almost no lengths to which it might not go to regiment radio and regulate its use to political purposes. This has been a scarcely spoken threat of some Third New Dealers and has been feared by their political opponents. That may be far-fetched, but if it were a desired end this would be a way to bring it about."

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**

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No. 1168





## RCA LAUNCHES TELEVISION PLAN WITH RMA BACKING

Television as a medium of public entertainment, which has been "just around the corner" for a decade, will make its long-awaited debut next Spring coincidental with the opening of the New York World's Fair and thereby launch a new "billion dollar enterprise".

A plan for manufacturing television receivers for sale to the general public was disclosed by David Sarnoff, President of the Radio Corporation of America, at a meeting of the Directors of the Radio Manufacturers' Association in New York on Thursday.

The RMA immediately endorsed the move to bring television out of the laboratories and issued a statement to that effect.

The sale of the television transmitters obviously will be limited for awhile (1) because of their necessarily high price, and (2) because of the scarcity of television transmitters.

With the manufacture of both television receivers and transmitters, however, new stations are expected to spring up over the country, probably in the larger cities. Stations which enter the new field, however, will do so without pecuniary return until the present experimental limitation on television is lifted by the Federal Communications Commission.

No attempt to have the experimental regulation changed will be made, it was said in radio circles, until television definitely proves itself and until the public response is noted.

FCC engineers, as well as members of the Commission, are watching the new development of television with keen interest, however.

The estimated sales price of a complete television transmitter, including the camera, is around \$60,000. The receiver, it is believed, would sell for approximately \$400.

Some changes in the FCC regulations governing the operation of television stations may be necessary before transmitters can be sold to any wide market. Present FCC rules require that an applicant for an experimental television license must prove that he is capable of contributing to the technical advancement of the art by conducting regular laboratory experiments and making periodic reports.

The RMA explained its support of the television enterprise thus:

THE HISTORY OF THE UNITED STATES OF AMERICA

The first part of the history of the United States of America is the period from the discovery of the continent by Christopher Columbus in 1492 to the establishment of the first permanent settlements in 1607.

The second part of the history of the United States of America is the period from the establishment of the first permanent settlements in 1607 to the American Revolution in 1776.

The third part of the history of the United States of America is the period from the American Revolution in 1776 to the present time.

The fourth part of the history of the United States of America is the period from the present time to the future.

The fifth part of the history of the United States of America is the period from the future to the end of the world.

The sixth part of the history of the United States of America is the period from the end of the world to the end of the universe.

The seventh part of the history of the United States of America is the period from the end of the universe to the end of time.

The eighth part of the history of the United States of America is the period from the end of time to the end of space.

The ninth part of the history of the United States of America is the period from the end of space to the end of everything.

The tenth part of the history of the United States of America is the period from the end of everything to the end of the world.

"The technical developments and field tests on television have progressed to a point where, in the opinion of the Radio Manufacturers' Association, the next step in the development of the art consists in rendering experimental television service to the public. This new service, which will be on an experimental and limited service basis, will be an addition to existing radio broadcast service and can be accomplished only through the installation and operation of television transmitters and the sale of television receivers.

"Some members of the Radio Manufacturers' Association, but not all, propose to make a beginning in those fields by the time of the New York World's Fair in May 1939, and in those localities where television program service may become available."

Orrin Dunlap, Jr., Radio Editor of the New York Times, in his report of the RMA meeting in New York, said:

"Several manufacturers revealed that their engineers are already designing the instruments, which will offer pictures measuring 7 by 9 inches. Various models will be put on the market, with the styles ranging from a set that picks up only pictures to others that intercept both sight and associated sounds. A larger, but more costly machine, will be a combination designed for all-wave broadcast reception, television and a phonograph.

"While no prices have been placed on the instruments as yet, the manufacturers said the outfits probably would retail from \$150 to \$1,000. A machine retailing at about \$250 is expected to be popular as a sound-sight receiver.

"New York is surveyed as the largest market for television, because to create a demand there must be transmitters. Manhattan will have at least two stations, the most powerful in the world, on the air next Spring. The National Broadcasting Company from the Radio City studios will feed the transmitter atop the Empire State Building, where a new aerial is now under construction. The Columbia Broadcasting System, with studios in the Grand Central Terminal, will operate through its image transmitter now being installed in the Chrysler Building. This station is expected to be ready for operation in January when tests will begin. It is believed that the programs will be on the air about two hours a week at first.

"Inquiry among the manufacturers disclosed no fear that the advent of home television would paralyze broadcast receiver sales or upset the broadcasting industry. They foresee television as a supplementary service in which the home, to get both broadcasting and television, must have two receivers or a combination of both."

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## SARNOFF EXPLAINS REASONS FOR TELEVISION MOVE

Following is the text of the statement of David Sarnoff, President of the Radio Corporation of America, to the Radio Manufacturers' Association meeting in New York City on Thursday:

"As a member of the Board of Directors of the Radio Manufacturers and their associates know, it has been my practice during recent years to inform the membership of the Association from time to time on the progress of the RCA and its subsidiary companies in the field of television. Some years ago I recommended to the RMA Board the creation of a special sub-committee for the purpose of keeping itself informed on television progress. This suggestion was adopted and the committee is still functioning. During these years the RCA has made several demonstrations of its television system to its licensees and to others. Technical bulletins and other publications on our work in television have been distributed to RCA licensees and others. Similar information will follow from time to time. Last week, engineers of our licensees met with RCA engineers in our laboratories where technical developments and the general subject of television were discussed.

"It is my purpose now to inform this Board and its Television Committee of the latest plans and policies of the RCA for further advancing the development of television. The results of the experimental field tests of television in the New York area conducted by the RCA and its broadcasting and manufacturing units, have convinced us that television in the home is now technically feasible.

"We are aware, however, that many technical, artistic and financial problems still confront those who would establish an acceptable and regular public service of television programs to the home. These problems must be solved before a national service of network television programs can be made available to the public. Meanwhile, RCA, which has pioneered in the development of television, has made substantial progress, first in its research laboratories, and second, through its field tests and experimental broadcast programs. We believe that the problems confronting this difficult and complicated art can be solved only by operating experience gained from actually serving the public in their homes. Therefore, RCA proposes to take a third step in the solution of these problems by beginning a limited program service to the public from its New York television transmitter on the Empire State building. This transmitter will serve an area having a radius of approximately fifty miles.

"As publicly announced some time ago, RCA proposes to demonstrate television to the public at the New York World's Fair which is expected to open on April 30, 1939. The National Broadcasting Company contemplates that by the time the Fair opens, it will be on the air with television programs for at least two hours out of each week. Recent reports in the public press are to

MEMORANDUM FOR THE RECORD

TO : Mr. Tolson, Mr. DeLoach, Mr. Mohr, Mr. Bishop, Mr. Casper, Mr. Callahan, Mr. Conrad, Mr. Felt, Mr. Gale, Mr. Rosen, Mr. Sullivan, Mr. Tavel, Mr. Trotter, Mr. Tele. Room, Mr. Holmes, Miss Gandy

FROM : Mr. [Name] (100-441111)

SUBJECT: [Subject]

1. [Text]

2. [Text]

3. [Text]

4. [Text]

5. [Text]

the effect that the Columbia Broadcasting System contemplates installing its television transmitter in the Chrysler Building in New York City. These reports further indicated that television programs will be transmitted from this station by the time the World's Fair opens.

"The RCA Manufacturing Company, which built and sold the television transmitter to Columbia, has offered and is prepared to sell television transmitters to broadcasters and others who may desire to enter this new field.

"RCA believes that the development of its television system has now reached a stage where it is practicable to supply television receivers to satisfy the demand of the public in those localities where television transmissions are now or may become available. Therefore, it is planning to manufacture a limited quantity of television receivers which it expects to market by the time the World's Fair opens. We are informed that a number of other radio manufacturers in the United States are also preparing to manufacture and sell television receivers in such areas as may be served with television programs.

"Only a little more than six months remain between now and the time that the World's Fair is expected to open. Those who desire to market television receivers by that time will find it necessary to make their plans now for manufacturing them. RCA is prepared to assist its licensees who may desire to manufacture television receivers, and so far as practicable, will be glad to sell to them such television parts as they may wish to purchase. Our television test equipment is now complete at RCA's license laboratory. We will continue to measure and test television receivers for licensees as we have done for them with sound broadcast receivers. Engineers and executives of our licensees seeking additional information will be welcomed at RCA laboratories, manufacturing plants and broadcasting studios.

"Opportunities to compete in the erection of television transmitters, the establishment of television program services, and the manufacture and sale of television receivers to the public, are available to the radio industry and to others in the United States. We hope that full advantage will be taken of these opportunities to help build a new industry and to establish a greater public service.

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A three-cornered fight for facilities in Pontiac, Mich., this week brought a recommendation to the Federal Communications Commission from Examiner John P. Bramhall that the Pontiac Broadcasting Co. be granted a construction permit to use 1100 kc. with 1 KW power, daytime. He recommended that the application of the King-Trendle Broadcasting Corp. be denied and that that of George B. Storer be dismissed with prejudice.

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## KSFO LEASE TO CBS DENIED, WNAX TRANSFER APPROVED

The Federal Communications Commission on Thursday denied an application for approval of the lease of Station KSFO, San Francisco, to the Columbia Broadcasting System and at the same time approved the transfer of WNAX, Yankton, S.D., to the South Dakota Broadcasting Corporation. Both decisions "leaked" out several hours before their official announcement and caused a mild stir in radio circles because of their alleged political tie-ups.

Commissioner T.A.M. Craven filed a dissenting opinion in the WNAX case, while Commissioner Thad H. Brown concurred in the KSFO decision but in a separate statement said he could not subscribe to the reasons of the majority of the FCC in reaching its conclusions.

CBS planned to substitute KSFO for KFRC as its San Francisco outlet and to raise its basic rates from \$150 to \$325 an hour.

Explaining its decision, the FCC said:

"The provisions of the lease-agreement between the applicants herein, providing assurance to the lessor of license renewals for Station KSFO and assurance of possession in the lessor of the license of said station existing at the termination of the lease, are in conflict with provisions of the Communications Act and not in the public interest;

"A grant of the joint application of The Associated Broadcasters, Inc. and Columbia Broadcasting System of California, Inc., for consent to assign the license of Station KSFO under the provisions of the lease-agreement of June 26, 1936, between said parties, is contrary to Sections 309(b)(1) and 310 (b) of the Communications Act of 1934;

"The proposed transferee is legally, financially and otherwise qualified as a licensee of Station KSFO but the provisions of the lease-agreement under which it would operate said station, assuring the transferor license renewals and the possession of the existing station license at the termination of the lease precludes the finding that the assignment of the license would serve public interest, convenience and necessity."

The WNAX transfer on a stock trading scheme is from Charles H. Gurney to the South Dakota Broadcasting Corporation, which was organized to take over the station from the House of Gurney, Inc. The President of the South Dakota corporation is Gardner Cowles, Jr., of Des Moines, who is also connected with the Iowa Broadcasting Company, licensee of KSO and KRNT, Des Moines, and WMT, Cedar Rapids.



THE HISTORY OF THE UNITED STATES

The history of the United States is a story of growth and change. It begins with the first settlers who came to the shores of North America. These people, known as the Pilgrims, were seeking a new life and a new way of worship. They found a land of opportunity and a land of freedom. Over the years, the United States has grown from a small colony to a great nation. It has fought wars, made mistakes, and achieved great things. But one thing is true: the United States has always been a land of hope and a land of dreams.

The United States has a rich and diverse culture. It is a land of many peoples, many languages, and many traditions. This diversity is one of the strengths of the United States. It has allowed the country to grow and change, to adapt to the needs of the times. The United States is a land of opportunity for all people, no matter what their background or where they come from.

The United States is a land of freedom. It is a land where people are free to live their lives as they see fit. This freedom is one of the most precious gifts that the United States has given to the world. It is a land where people are free to speak their minds, to follow their dreams, and to make their own choices.

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The United States is a land of opportunity. It is a land where people can make their dreams come true. It is a land where people can live their lives to the fullest. The United States is a land of hope and a land of dreams. It is a land where the future is bright and the possibilities are endless.

Commissioner Craven, in explaining his dissent, said:

"I dissent from the majority decision because, in my opinion, in the absence of a positive showing to the contrary, public interest in any economic or political entity in general would be best served by a diversification of licensees controlling regional broadcasting stations, rather than by a concentration of such licensees in the same or allied interests. In the instant case, while the regional station WNAX is in South Dakota, it renders good daytime service to large portions of Iowa, where interests closely allied to the transferee control the operating policies of three regional stations rendering good daytime service to the remainder of Iowa.

"Since this was not a specific issue in the notice of hearing in this case, it is my opinion that the case should be remanded for further hearing to secure additional evidence bearing on this phase of the matter so that the Commission may be in a better position to determine whether public interest would be served."

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#### PATENT SUIT REARGUED BEFORE SUPREME COURT

For the second time the U. S. Supreme Court this week heard arguments in a suit involving use of a radio vacuum tube as the Department of Justice suddenly intervened in a fight between the General Talking Pictures and subsidiaries of the American Telephone & Telegraph Company.

The question at issue is whether a patent owner can restrict the use of an article after its purchase, in the case of the radio vacuum tube to broadcasting.

The Court's decision is expected to play an important part in the forthcoming monopoly investigation to be started by a Congressional Committee on November 14th.

It is seldom that the Supreme Court grants a rehearing of a case once decided, as it did in the present instance. General Talking Pictures originally lost its appeal on May 2nd in an opinion by Justice Butler, to which Justice Black alone demurred out of six justices participating. Eight sat this week in the renewed argument, permission for which was announced on May 31st, the final day of the preceding term.

In a brief filed with the Court, Thurman W. Arnold, Assistant Attorney General in charge of the anti-monopoly investigation, repeated the line of thought taken by Justice Black in May. Like Justice Black, the Department of Justice, through Mr. Arnold, denounced restriction of patent use after sale as a monopolistic practice.



In a statement explaining its intervention in the case, the Justice Department said:

"The vacuum tube itself is the device which is essential to the operation of modern telephone and telegraph wire networks; to radio transmission and reception; to sound motion pictures; to the transmission and reception of images by television or wire photography; to public-address systems; to diathermic medical treatment, and to electric power transmission.

"There is no substitute for it and without it the modern electronics industry could not function. If the owner of the patents on the vacuum tube amplifier may legally manufacture and dispose of that essential part with a restriction that dictates to the purchaser what use he may make of it, obviously the amplifier patent owner has acquired a control over the manufacture, marketing and use of all these other devices of which his invention itself is only one component among them.

"The department believes that such a result was never contemplated by the patent laws and that it is in violation of the anti-trust laws. Public policy cannot tolerate the extension of the patent privilege to control the use to which the consumer may put the article after it has been marketed. It is unnecessary to any legitimate exploitation of the patent and is a vicious practice which the common judgment of the people will condemn and which the government must outlaw."

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#### U.S. AGENCY RULES ON RADIO ARTISTS

The Bureau of Internal Revenue ruled this week upon the question of who employs radio artists for purposes of the Social Security Act, drawing distinctions between three types of such employment.

The Bureau held that an artist engaged in the production of radio broadcasts arranged by an advertising agency for a sponsor is an employee of the sponsor since, under the contract in question, the sponsor "has the right" to control or direct the manner in which the services are performed.

This same ruling was held to apply to various types of program employees, including a script writer employed by an advertising agency to write the sponsor's scripts. The work of the script writer, the Bureau observed, was done "in accordance with predetermined general plans which have been submitted to and approved by the sponsors".

The second case passed upon involved a quartet employed on "a sustaining program". The Bureau held that such persons were employees of the broadcasting company for purposes of the act.

The third case related to persons employed for a "studio-built" program, which type of program is supplied to the advertiser as a "complete package" or "finished product", at a fixed price or on a cost-plus basis. The artists in this case were held to be employees of the broadcasting company.

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## U.S. S-W PROGRAMS NOW MAILED IN TWO SECTIONS

Broadening its service, the U. S. Bureau of Foreign and Domestic Commerce is now mailing programs of American short-wave broadcasting stations to far-flung sections of the world in two editions - one "beamed on Latin America" and the other "beamed on Europe".

The programs are prepared by the Radio Manufacturers' Association and include the complete program schedules of the principal U. S. short-wave stations. The new service, which formerly included only selections from the programs, is a cooperative effort of John H. Payne, Chief of the Electrical Division, Bureau of Foreign and Domestic Commerce; Francis Colt de Wolf, head of the Telecommunications Section of the State Department; and Bond Geddes, Executive Vice President of RMA.

"It is realized", Mr. Payne stated in a memorandum to U. S. Commerce Department officials who, along with State Department foreign officers, distribute the programs, "that two such editions do not adequately cover the world, but neither is it possible, to date, for the broadcasts themselves to effectively reach the more remote areas.

"Tentatively, an arbitrary division along the one hundredth Meridian east of Greenwich is being used as a dividing line for mailing the two programs. The Latin American programs will be sent to foreign offices in the Western Hemisphere and west across the Pacific as far as this Meridian, whereas the European program will be sent to Europe and Africa and eastward in Asia as far as that Meridian."

The idea of sending United States short-wave programs to newspapers around the world, as the Germans, British and others have been doing, was originated by Commander E. F. McDonald, Jr., of Chicago, a Director of the Radio Manufacturers' Association.

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The commentaries and interviews recorded at Heston Airport that listeners to BBC news bulletins heard when the British Prime Minister made his momentous journeys to and from Germany were the work of a new recruit to the BBC's mobile recording unit - a 21 h.p. saloon car. Manned by a crew of three, the car is equipped with portable recording apparatus comprising a motor-generator and switch-gear, an amplifier and five-way mixer, and turntable and tracking mechanism. A hundred yards of cable for telephonic communication and a similar length of cable for the microphones - those used are normally of the moving-coil type - are also carried.

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 :::: TRADE NOTES ::::  
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The Federal Alcohol Administration will hold a hearing on next Tuesday, beginning at 10 A.M. on the general question of legitimate and illegitimate advertising of alcohol. Radio advertising will be considered, and a representative of the National Association of Broadcasters will be on hand.

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Radio and other exports to North China are being restricted by the Japanese authorities in charge of the territory, but American and other protests have broken an embargo which existed for a time. The Japanese restrictions were vigorously protested by local distributors and also by the Radio Manufacturers' Association with Federal departments in Washington. An embargo instituted by the Japanese authority in July was raised, but there are still restrictions on North China exports of radio sets beyond the regular 550-1500 kc standard broadcast band. According to official information to RMA, Japanese authorities are requiring consular permits for all importations in North China (except those ordered prior to July 14) of all types of receivers. Imports are prohibited of all short-wave or all-wave receivers, in accordance with the general Japanese restrictions against use of this type of radio. Imports of sets having frequencies from 540 to 1750 kc. are still being questioned, according to the latest information to RMA from North China.

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In a general reorganization in the Promotion and Sales Division of WLW and WSAI, James D. Shouse, Vice-President of the Crosley Radio Corporation in Charge of Broadcasting, this week announced the resignation of John Kuelling Koepf as Sales Promotion Manager and the appointment of Wilfred Guenther as Promotion Manager in charge of all exploitation. Walter Callahan, WSAI salesman, moves up to Sales Service Manager of WLW.

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Radio Station WJSV, Washington, Thursday night celebrated its sixth anniversary with a 30-minute program beginning at 10 o'clock, crowded with brief speeches of congratulation from Washington notables.

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The Royal Moulding Co., of Providence, R. I., filed suit this week for \$350,000 against the Radio Corporation of America, Radio Corporation of America Manufacturing, Inc., a subsidiary, and the Westinghouse Electric & Manufacturing Co., alleging that destructive competition and monopolistic practices of the defendant corporations in 1935 ruined its profitable business in the manufacture and sale of radio tube bases.

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The first part of the report deals with the general situation in the country. It is a very interesting and informative account of the current state of affairs. The second part of the report deals with the specific details of the situation. It is a very detailed and thorough account of the situation. The third part of the report deals with the future prospects of the country. It is a very optimistic and hopeful account of the future.

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Section 5



Total Canadian radio sales to dealers last August amounted to 25,927 units valued at \$1,909,176, according to a report to the Department of Commerce from the office of the American Commercial Attache at Ottawa. This is in comparison with 13,588 units valued at \$917,488 in July 1938, and 25,195 units valued at \$2,277,781 in August of last year. In comparison with July 1938, alternating current set sales registered a 154 percent unit increase, sales of battery sets advanced 53 percent whereas automobile set sales decreased 38 percent, the report states.

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NBC is now approaching advertisers and agencies with a new type of network selling story based on an analysis of radio transmission and reception conditions and their effect upon listening habits. In a statement just released, Roy C. Witmer, NBC Sales Vice-President, announces that these survey revelations are being presented as the lead-off in a completely new three point sales campaign. The other two Blue advantages which will be stressed are time availability and a new "economy" rate structure.

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#### OLD STORIES ABOUT WLW'S POWER ARE REVIVED

With the release of a preliminary report recommending that Station WLW, of Cincinnati, be denied further experimental authority to broadcast with 500 KW., old stories about the effect of the super-power on other-than-radio devices are being revived.

Alfred Friendly, writing in the Washington Daily News, said:

"All sorts of funny business has happened in the immediate vicinity of Station WLW, at Cincinnati, the most powerful station in the world. A gas station operator, half a mile away, found that the lights on his signs and in some roadside cabins he operated never went off. They didn't burn quite brightly enough, however, on WLW's power alone, so he strung a little more wire, put in some equipment so he could turn it off when he wanted, and now gets his entire illumination courtesy of the radio company.

"A radio amateur in a nearby village strung up some equipment and now operates an electric toaster on WLW power. Any number of people have reported hearing programs from such strange sources as tea kettles and water spouts.

"The explanation of the latter phenomena, as near as we can understand, is that in any loose connection between two pieces of metal, an infinitesimal spark may form, and the spark is the agent which actually receives the program and converts it into audible frequencies.

"As a matter of fact, the FCC reports, WLW ran into a lot of stupid opposition in setting up a station with 500 KW. power. People prophesied all sorts of dire results - radios exploding, listeners electrocuted and cows miscarrying. It's all so much hokum, however. Whenever there was any danger of a spark setting off some inflammable mixture, as at an oil storage tank, WLW took pains to ground all metal parts."

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1. *Phragmites australis* (Cav.) Trin. ex Steud.

1. The first group of experiments is to determine the effect of the concentration of the solution on the rate of reaction. The concentration of the solution is varied by adding different amounts of the reactants. The rate of reaction is measured by the time taken for the reaction to complete. The results are shown in Table 1.

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## NO DRASTIC CHANGES AHEAD IN BBC TELEVISION

As soon as public demand warrants, the British Broadcasting Corporation will build a new television studio and convert the existing theater at Alexandra Palace to studio purposes, it was disclosed at a recent conference between the BBC and more than 1,500 radio dealers at Radiolympia.

Sir Noel Ashbridge, Chief Engineer of the BBC, said there would be no fundamental changes in the television transmission system, not only during the 3-year period set by the Government, but for some years after.

Sir Stephen Tallents, Director of Public Relations of the BBC, said the staff at Alexandra Palace had been more than doubled and there were now 400 BBC officials concentrated on the production of television programs.

Producers had been increased from 12 to 24 during the past year, and so comprehensive were the program schedules that holidays had been stopped to cope with the work.

Sir Frank Smith, Deputy Chairman of the Television Advisory Committee, said that Great Britain was the only country in the world where there was a regular television service for the home. Television receivers might be bought today with the knowledge that they would be serviceable for years to come. "There is no need to fear that sets will become obsolete, nor that prices will fall to any marked degree", he said.

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## ROME TO HAVE ONE OF MOST POWERFUL STATIONS

On October 28th, the sixteenth anniversary of the Fascist March on Rome, the short-wave "Imperial" transmitting station at Prato Smeraldo, near Rome, will be officially inaugurated, by the EIAR (the Italian Radio Corporation). The station will be one of the best-equipped and most powerful in Europe.

The power of the two present transmitters each of 25 KW, will be increased to 50 KW, and other improvements - including a change from low-level to high-level modulation - are also being introduced. These two transmitters will work on wavelengths between 15 and 25 metres.

The most important development in the new Prato Smeraldo station, however, is the installation of two new 100 KW short-wave transmitters, equipped with all modern improvements, which will work on wavelengths between 25 and 50 metres.

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1. The first of the two main points of the report is that the United States has a long and honorable tradition of supporting the principle of self-determination for all peoples.

2. The second point is that the United States has a long and honorable tradition of supporting the principle of non-interference in the internal affairs of other countries.

3. The third point is that the United States has a long and honorable tradition of supporting the principle of peaceful settlement of international disputes.

4. The fourth point is that the United States has a long and honorable tradition of supporting the principle of equality of rights for all peoples.

5. The fifth point is that the United States has a long and honorable tradition of supporting the principle of international law.

SECRET

SECRET

6. The sixth point is that the United States has a long and honorable tradition of supporting the principle of international cooperation.

7. The seventh point is that the United States has a long and honorable tradition of supporting the principle of international justice.

8. The eighth point is that the United States has a long and honorable tradition of supporting the principle of international peace.

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**

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No. 1169





October 25, 1938

## SHORTER HOURS SEEN FOR RADIO WORKERS UNDER ACT

While few employees of broadcasting stations over the country are likely to get wage increases under the Wage-Hour Act which became effective this week, a large number are expected to have their weekly schedules reduced.

The National Association of Broadcasters, after a study of the Act, announced that most stations are meeting the requirements as to minimum wages but that "quite a few" have employees working more than 44 hours a week.

"Only in scattered instances", said the NAB, "are any broadcasters paying less than twenty-five cents an hour to any employee."

"However, quite a few have some employees on a 48-hour week. To comply fully in such instances, the broadcaster may reduce the work week by four hours or pay time and one-half for the last four hours in the work week."

"No broadcaster who pays all of his employees at least twenty-five cents an hour and has a work week of 44 hours or less needs concern himself about the wage and hour provisions of the Act. He is complying fully."

After quoting excerpts from the regulations issued by Elmer F. Andrews, Administrator of the Act, relative to executives and professionals who are exempt, the NAB commented:

"Because of the civil and criminal penalties provided by the Act, the NAB cannot formally advise its members as to exactly what employees are covered and thus assume responsibility for possible legal action. However, it appears clear from the definition that various executive titles found in broadcasting stations do not, in themselves, entail exemption from the Act. A 'Chief Engineer' who stands a regular watch, for instance, would appear to be included rather than excluded. Likewise, a 'Chief of the Production Department' who took a regular turn as an announcer would appear to be included, even though he met the other qualifications for exemption. Both the American Communications Association (C.I.O.) and the International Brotherhood of Electrical Workers (A.F. of L.) have taken the position that all technicians with the exception of a Chief Engineer who did not stand a regular watch, were non-professional and thus included in the Act. The regulations appear to bear out the union's contention."

*Journal of Management Education* 30(6)

10/25/38

ref.?  
"As to staff musicians and artists, there appears to be some question as to whether they are 'professionals' under the regulations. However, the NAB has no knowledge of any staff artists working more than 44 hours a week or receiving less than 25 cents an hour. Continuity writers appear to be covered.

"Elmer F. Andrews, the Administrator, pointed out several weeks ago that watchmen, office help, maintenance men and the like in interstate commerce industries were covered.

"The Act also bans 'oppressive' child labor in interstate industry. Children employed as actors 'in motion pictures or theatrical productions' are exempt. The NAB expects to obtain an interpretation as regards children in broadcasting within a few days."

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#### FTC SETS UP RADIO-PERIODICAL DIVISION

The Federal Trade Commission created this week a radio and periodical division to examine advertising in those media and determine whether it complies with Commission standards. The new division will be headed by P. B. Morehouse, 45, a trial attorney with the Commission for nine years.

Duties similar to those of the new division have been assigned since 1929 to a Special Board of Investigation, now abolished.

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#### KENTUCKY UNIVERSITY GETS WPA RADIO GRANT

The University of Kentucky has been given a \$1,652 WPA grant through the U. S. Office of Education for the promotion of educational broadcasting, it was disclosed this week.

Six workers will be employed under the project to do research work in Kentucky folklore and history and prepare programs for broadcasting. Listening groups also will be organized among the Kentucky mountaineers.

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## 18 TELEVISION STATIONS HOLD FCC PERMITS

With television due to make its debut as a medium of public entertainment coincident with the opening of the New York World's Fair, interest turned this week to the television stations already equipped to conduct visual broadcasts.

There are 16 licensed television stations and two others authorized but not yet in operation. Oddly enough, the number of stations has decreased by three since last Spring.

The Journal Company, of Milwaukee, was denied a renewal of license by default, and George W. Young, of Minneapolis, had his renewal application dismissed with prejudice. The Sparks-Withington Co., of Jackson, Mich., withdrew its application for renewal without prejudice.

The Zenith Radio Corporation, of Chicago, and the Columbia Broadcasting System, New York, hold the only television construction permits.

Visual broadcasting stations now licensed to operate are:

|  | <u>Call<br/>Letters</u> | <u>Power</u>  |              | <u>Emission</u>             |
|--|-------------------------|---------------|--------------|-----------------------------|
|  |                         | <u>Visual</u> | <u>Aural</u> |                             |
| Don Lee Broadcasting System, Los Angeles                                     | W6XAO                   | 1000 w.       | 150 w.       | A3, A4                      |
| Fransworth Television, Inc., of Pa.,<br>Springfield, Pa.                     | W3XPF                   | 250 w.        | 1 kw.        | A3, A4                      |
| First National Television, Inc.,<br>Kansas City, Mo.                         | W9XAL                   | 300 w.        | 150 w.       | A3, A4                      |
| General Television Corp., Boston, Mass.                                      | W1XG                    | 500 w.        |              | A4                          |
| Kansas State College of Agriculture & Applied Science,<br>Manhattan, Kansas. | W9XAK                   | 125 w.        | 125 w.       | A3, A4                      |
| National Broadcasting Co., Inc.,<br>New York, N. Y.                          | W2XBS                   | 12 kw.        | 15 kw.       | A3, A4                      |
| National Broadcasting Co., Inc., Portable<br>(Camden, N.J. & New York)       | W2XBT                   | 400 w.        | 100 w.       | A1, A2, A3,<br>A4 & Special |



THE UNIVERSITY OF CHICAGO PRESS

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|--|-------|--------|--------|-----------------|
| Philco Radio & Tele-<br>vision Corp.,<br>Philadelphia, Pa. | W3XE  | 10 kw. | 10 kw. | A3, A4          |
| Philco Radio & Tele-<br>vision Corp.,<br>Philadelphia, Pa. | W3XP  | 15 w.  |        | A4 &<br>Special |
| Purdue University,<br>West Lafayette, Ind.                 | W9XG  | 1500 w |        | A4              |
| Radio Pictures, Inc.,<br>Long Island City.N.Y.             | W2XDR | 1 kw.  | 500 w. | A3, A4          |
| RCA Manufacturing Co.,<br>Inc., Portable,<br>Camden, N. J. | W3XAD | 500 w. | 500 w. | A3, A4          |
| RCA Manufacturing Co.,<br>Inc., Camden, N. J.              | W3XEP | 30 kw. | 30 kw. | A3, A4          |
| RCA Manufacturing<br>Co., Inc.,<br>Portable-Mobile         | W10XX | 50 w.  | 50 w.  | A3, A4          |
| University of Iowa,<br>Iowa City, Iowa                     | W9XK  | 100 w. |        | A4              |
| University of Iowa,<br>Iowa City, Iowa                     | W9XUI | 100 w. |        | A4              |

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# HEARST SELLS KOMA FOR \$315,000

Sale of Station KOMA, Oklahoma City, Okla., by Hearst Radio, Inc., to J. T. Griffin, Muskogee, Okla, Manufacturer and wholesaler, for \$315,000 was disclosed last week by William C. Gillespie, who represented Griffin in the negotiations. Griffin is a major stockholder in Station KTUL, Tulsa. If the deal is finally approved by FCC plans call for immediate purchase of a new transmitter and installation of \$75,000 in new equipment.

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## NEW TELEVISION EXPERIMENT IS AUTHORIZED

New experiments in the field of television, with particular attention given to cathode ray transmissions, were authorized this week by the Federal Communications Commission, acting on the application of the Allen B. DuMont Laboratories, Inc., of Upper Montclair, N. J.

The applicant plans to operate a visual broadcast station on 46,000-56,000 kc. with 50 watts from midnight until 9 A.M. nightly. Sixteen objectives aimed at improvement of television are set forth by the applicant.

The three principal points of its program of research are:

"First, investigation of the use of double beam cathode ray receivers for producing three-dimensional pictures. This undertaking will require the use of electrostatic deflection of the two beams in the system to avoid interaction between fields which would result from the use of electromagnetic deflection. Considerable difficulty in obtaining proper register of patterns will be experienced - and may be overcome;

"Second, development of a double beam receiver with reciprocal scanning to reduce flicker. More even illumination of the picture simultaneously from top and bottom is expected to assist in accomplishing the elimination of flicker. Applicant's engineers believe that the reciprocal method using double beam principles, received pictures can be effectively illuminated top and bottom simultaneously more clearly simulating present motion picture projection where the entire picture is illumined intermittently but completely at a given time. The applicant hopes through successful working out of experiments in this line to provide a basis for reduction in necessary transmission band width by one-half and a simplification in receiving equipment;

"Third, investigation toward expansion of the principles involved in multiple beam transmission to permit television in color.

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Station KLO, Ogden, Utah, was granted authority to increase its power this week by the Federal Communications Commission from 500 watts to 1 KW night and 5 KW. daytime. The station is affiliated with the NBC-Blue Network.

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## STATIC USED TO FORECAST STORMS IN PUERTO RICO

Radio static may yet prove to be good for something. Progress was reported this week by the Interior Department on experiments being conducted in Puerto Rico in the forecasting of tropical hurricanes by photographing static which heralds their approach.

Dr. G. W. Kenrick, of the University of Puerto Rico, is studying a method of static location in which simultaneous photographic observations are taken in Puerto Rico and Florida and the location of the static, which is the origin of the observed crashes, is then determined by triangulation.

Equipment includes a camera that is focused upon a large tube which records the output of the static receivers. The tube's face is marked with directions compass-wise, so that pictures of the static will easily interpret the direction from which the electric disturbance comes.

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## POLITICAL ORATORY OUTMODED BY RADIO

Until television becomes as widespread as radio, political candidates might as well conserve their energy and abstain from arm waving and shouting when they talk over the air. In fact, such carrying on, according to Neville Miller, President of the National Association of Broadcasters, is likely to induce listeners to turn to a swing band instead.

"The shouting, the platform stalking, the scowling, the arm waving - the silver-tongued orator whose softest word could reach them clean back to the balcony - these ornaments of a colorful American past, radio was outmoded", he said last week.

"The radio has replaced with a quieter and we believe, more intelligent method of political discussion."

Helpful hints to political candidates who take to the air are incorporated in a booklet entitled "Is Your Hat in the Ring?" which will be distributed by radio station members of NAB throughout the country.

Addressing candidates from town constable to Senator, the NAB advises them to talk rather than shout, to use homely language, and "pick a purpose" and stick to it.

"No law in the country compels listeners to listen to you", says the NAB head. "You must interest them. If you don't, a swing band, a news broadcast, or another speaker will."

Advising brevity, the NAB pamphlet says: "Few speakers can hold radio attention for more than 15 minutes, some can for half an hour."

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STATE OF NEW YORK

IN SENATE,  
January 1, 1902.

REPORT  
OF THE  
COMMISSIONER OF THE LAND OFFICE,  
IN RESPONSE TO A RESOLUTION PASSED BY THE SENATE,  
JANUARY 1, 1899.

ALBANY:  
J. B. LIPPINCOTT & CO.,  
PRINTERS,  
1899.

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CHAPTER I. GENERAL STATEMENT.

1. The Land Office is a department of the State of New York, created by the Legislature in 1892. It is charged with the management of the State's land interests, and with the collection and disbursement of the proceeds of the sale of the same.

2. The Land Office is organized into three divisions: the Division of Lands, the Division of Claims, and the Division of Finance.

3. The Division of Lands is charged with the management of the State's land interests, and with the collection and disbursement of the proceeds of the sale of the same.

4. The Division of Claims is charged with the management of the State's claims, and with the collection and disbursement of the proceeds of the sale of the same.

5. The Division of Finance is charged with the management of the State's finances, and with the collection and disbursement of the proceeds of the sale of the same.

6. The Land Office is a department of the State of New York, created by the Legislature in 1892. It is charged with the management of the State's land interests, and with the collection and disbursement of the proceeds of the sale of the same.

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::: TRADE NOTES :::

An unfavorable report was filed with the Federal Communications Commission this week by Examiner John P. Bramhall on the application of the Warner Brothers, owners of KLS, Oakland, Cal., for authority to increase its power from 250 to 500 watts on 1280 kc. The grant, the Examiner said, would violate Section 307 of the Communications Act because California already has 54 stations.

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Imports of radios into Cuba during September, 1938, amounted to 3,045 units, valued at approximately \$76,766, recording a marked gain compared with the 880 units, valued at \$19,304 imported during August, according to private compilations reported to the Department of Commerce by the office of the American Commercial Attache at Habana. However, September, 1938, imports were still slightly below the 3,900 radio units, valued at approximately \$97,102, imported into Cuba during September a year ago, the report stated.

With the exception of 844 units, valued at approximately \$15,820 from the Netherlands, all radio sets imported into Cuba during September were consigned from the United States, unofficial statistics indicate. All radio imports during August, 1938, originated in the United States, while imports during September, 1937, included 75 units, valued at approximately \$1,291, from the Netherlands, according to the report.

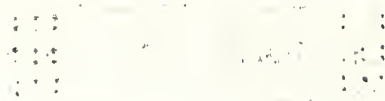
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The Federal Communications Commission last week denied an application of the Arlington Radio Service, Inc., Arlington, Va., to construct a broadcasting station just across the Potomac River from the National Capital on the ground that the area is already well served by existing stations.

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Broadcasting in Britain will take another step forward on November 18th, when new BBC studios and offices in Glasgow will be formally declared open by the Rt. Hon. Walter Elliott, F.R.S., Minister of Health. Though this latest British Broadcasting Corporation centre will be primarily concerned with the provision of programs for listeners in the Scottish Region, it will be the source of many broadcasts to listeners overseas. Formerly used as a college for women, the premises have been considerably modified and extended to meet BBC requirements. In all, ten studios have been provided, the largest being capable of accommodating, if necessary, an orchestra of a hundred performers.

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Sale of Station WBLY, Lima, Ohio, to the Fort Industry Co., by Herbert Lee Blye, for \$27,000 was approved last week by the Federal Communications Commission.

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#### ALBANIAN MINISTRY IN MARKET FOR RADIOS

The Albanian Ministry of the Interior desires to purchase 100 radio receivers, preferably American, for installation in each Commune by Independence Day, November 28, when the new broadcasting station will be inaugurated, according to the U. S. Bureau of Foreign and Domestic Commerce, Electrical Division.

Each receiver must be equipped with an additional speaker for public audition, preferably 14 to 18-inch diameter. Approximate specifications are: 4 to 6 tubes short and medium wavelength, built-in speaker, table model. Because many communes are without electricity and current varies in others, all sets should be made for both 220 and 125 volts alternating current and at least 75 of them further equipped with batteries.

Interested manufacturers are invited to telegraph offers as soon as possible direct to the Ministry of the Interior, Tirana. Quotations should be c.i.f. Durazzo, payment cash against documents Tirana.

Another purchase of 100 receivers is to follow at a later date.

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Successful development of a tiny radio tube whose possible applications include mechanical "ears" for the deaf that are four times as sensitive as present types, and police and foot soldier radio receiving sets, has been announced recently by laboratories at Salem, Mass., after two years of research.

Developed primarily for the construction of an improved hearing aid, the miniature tubes are one and five-eighths inches long and nine-sixteenths of an inch in diameter. Hair-like filaments, small grids and other parts correspondingly small make the use of magnifying lenses necessary during manufacture.

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Page 1

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JAN 10 1964

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UNITED STATES DEPARTMENT OF AGRICULTURE

WASHINGTON, D. C. 20250  
OFFICE OF THE SECRETARY  
Room 3000  
Washington, D. C. 20250

Dear Sir:  
I am pleased to inform you that your application for a position in the Department of Agriculture has been received and is being processed. We are currently reviewing all applications and will contact you again when a decision has been reached.

Very truly yours,  
[Signature]

Enclosed for you are two copies of the Department of Agriculture brochure.

XXXXXXXXXX

I am sure that you will find this information helpful. If you have any questions, please do not hesitate to contact me. We are looking forward to the possibility of working with you.

XXXXXXXXXX

## G.E. DEVISES ANTENNA FOR APARTMENT HOUSES

An answer to the problem of providing good radio reception in apartment houses and other multi-unit dwellings, and at the same time eliminating the jungles of wires which are a frequent eyesore in large cities, is offered by General Electric in the form of a new all-wave multicoupler antenna system, just announced by the G-E construction materials division, Bridgeport, Conn. The new multicoupler antenna is said to offer a solution to apartment houses, schools, hospitals, and similar structures in which a large number of radio receivers of assorted types may be operating at once. The new device would in many cases be appropriate for installation in large private residences.

The new antenna system can serve as many as 20 radios simultaneously. Its simplicity and ease of installation make it an inexpensive refinement for a multi-unit building, and it not only improves the appearance of the property but vastly improves the quality of broadcast reception. Where more than 20 radios are to be served, a multiple installation may be used. There is no interference between receivers on the same antenna or on other antennas, or between units of the multicoupler system where more than one antenna is employed.

The sensitivity and range of radio sets are protected and enhanced by the new G-E system. Twenty sets can be tuned into 20 different stations, or all of them can be tuned to a single station. A number of sets can be utilizing the long wave bands while others on the system are tuned to short wave. Reception is improved, according to the engineers, since the system acts as an efficient noise eliminator because of the transformer in the antenna and the multicoupler coil in each separate radio outlet.

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## 63 RETAILERS AGREE TO BACK CBS VENTURE

Sixty-three retail establishments in 32 cities had agreed up until the end of last week to cooperate in the \$1,000,000 CBS retail promotion program for which a private audition recently was held in a unique promotion stunt.

A goal of 200 sponsors in cities scattered over the country has been set as the goal by CBS for the backing of the New York Philharmonic Symphony Orchestra in a series of programs extending over 30 to 50 weeks.

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## U.S. MANUFACTURERS WARNED ON LONDON TRADE

Despite the collapse of the British radio patent pool, there is still a risk in importing American radio receivers, Trade Commissioner C. Grant Isaacs, of London, this week advised the U. S. Bureau of Foreign and Domestic Commerce.

It is probable, he said, that a new pool may be created providing a favorable decision is given by the House of Lords in the infringement case brought by the Electric & Musical Industries, Ltd., a member of the pool, against the Lissen Company for violation of a patent.

"While there is at present no pool", the Trade Commissioner said, "a risk continues in this market for the import of American radio receivers and radio-phonographs. Individual manufacturers might press infringement cases even more vigorously than has been the case with the pool. Heretofore the pool has directed its patent violation activities against important firms or companies with substantial capital and trade position. The present import of American radio sets is confined to a 'bootleg' or 'smuggling' trade. The major proportion of imports is confined to midget sets.

"While the future status of the pool is undetermined at this time, it is believed advisable that any American firm of substance should continue to carefully consider the present position, prior to aggressively approaching this market."

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## BIG GAIN IN RADIO SET SALES SEEN FOR QUARTER

With sales of radio sets, particularly the smaller models, coming along with a rush in recent weeks, manufacturers now expect that the final quarter will register a substantial gain over that of 1937 and recoup a good portion of the losses in the first half of the year, according to the New York Times. While volume this year will not reach the 7,300,000 of 1937, the industry now expects it to pass the 6,500,000 mark, with the likelihood that it will go higher, the Times said. The huge carry-over from 1937 has been pared down to better than normal; retail prices are stable and the outlook for the field has brightened considerably.

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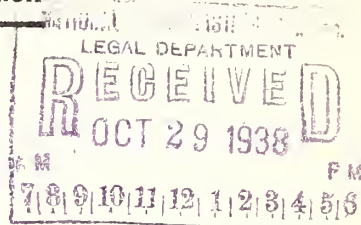


# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**



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## FCC AVOIDS CENSORSHIP BY RENEWING WTCN LICENSE

The Federal Communications Commission this week got out from under multiple charges of attempted censorship by renewing without a hearing the license of Station WTCN, of Minneapolis, which had been called on the carpet for broadcasting profanity in Eugene O'Neill's play, "Beyond the Horizon".

The FCC had set the application for renewal for hearing because of a complaint against the broadcasting of "damn", "hell", and "for God's sake" in the play, which was carried over the NBC network.

A week later, under a barrage of criticism in the press, the Commission backed down and ordered the hearing order held in abeyance until all members of the Commission could be present.

This week it voted unanimously to grant the license renewal without a hearing.

The press was practically unanimous in its attacks on the Commission for the first move to hold up the station's license. It branded the action as censorship and interference with free speech. Columnists pointed out that the O'Neill play had won the Pulitzer prize in 1920 and that it had been presented recently by another Federal agency - the Federal Theater of the WPA - without arousing any protests.

The National Association of Broadcasters viewed the case with alarm in its weekly bulletin and recalled the words of its new President, Neville Miller, when he took office:

"Any threat to gather the freedom of radio unto the bosom of the Government, of a bureaucracy, or of a monopoly must be resisted."

There were varied versions of the previous stands of several Commissioners on the vote to set the WTCN case for hearing. One was that Commdr. T.A.M. Craven voted for the original motion and then sought to change his vote. At any rate he and Judge Eugene O. Sykes later took the lead in seeking to reverse the action.

Rumors have been current since Chairman Frank R. McNinch assumed office that he sought to exercise a censorship over some of the anti-New Deal commentators, such as Boake Carter.

This charge he emphatically denied, however, at a recent press conference.



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The famed Mae West-Charlie McCarthy episode, which brought an FCC reproof on the National Broadcasting Company, was widely criticized although even the critics deplored the "taste" of the program.

The FCC on the whole has left program censorship to the judgment of broadcasters. However, the general type of programs broadcast by a station are usually considered whenever a station's application for renewal of license is set for hearing.

Stations, on the other hand, have been charged from time to time with exercising censorship, especially in deleting portions of political addresses or barring certain speakers from the air. This practice is likely to be delved into during the forthcoming monopoly-chain inquiry because of protests filed by representatives of the C.I.O.

The only reference to censorship in the Communications Act, under which the FCC operates, is Section 326, which reads:

"Nothing in this act shall be understood to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication. No person within the jurisdiction of the United States shall utter any obscene, indecent, or profane language by means of radio communication."

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"BROOKLYN CASE" TO START ALL OVER AGAIN

The "Brooklyn case", which predates the Federal Communications Commission, is due to start all over again. The FCC this week issued an order setting the case for further oral argument.

The action was taken as a result of an order of the U. S. Court of Appeals remanding the case to the Commission for further proceedings.

The FCC will hear WLTH and WBBC on November 10, and will accept briefs from WARD and WLTH up to November 24th. Station WBBC is given until December 2nd to file a brief.

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## RMA BACKS HIGH POWER, CLEAR CHANNELS

Entering the row in broadcasting circles, the Board of Directors of the Radio Manufacturers' Association this week urged the Federal Communications Commission to maintain cleared channels and provide for the highest practicable power on all broadcasting channels, Bond Geddes, Executive Vice-President, disclosed.

While the FCC is now considering the question of high power and cleared channel broadcasting policies, the RMA Directors in the interests of the listening public as well as the radio manufacturing industry, considered the problems involved and adopted resolutions urging high power, cleared channel service as far as economically practicable.

"There has been a trend in Commission policy and also sentiment in Congress toward reduction of power of broadcast stations and also of cleared channel operation, neither of which is regarded by the RMA as in the public interest nor that of the radio industry generally", Mr. Geddes said.

Resolutions urging the Commission to maintain high power and cleared channel broadcasting were adopted unanimously by the RMA Board of Directors at its recent meeting. Later the RMA will present similar recommendations to all members of Congress and otherwise develop sentiment in favor of high power, cleared channel broadcasting service which, in the opinion of RMA, insures the best radio reception for the listening public, Mr. Geddes added.

The RMA resolutions and recommendations to the FCC follow:

"The Radio Manufacturers Association being concerned primarily with the manufacture, distribution and maintenance of broadcast receivers believes that it can speak for the listening public with authority, with reference to the possibility of the limitation of cleared channel station power and with reference to the possibility of the extension of shared channel assignments to broadcast stations at the cost of the cleared channel assignments.

"Because of the unavoidably serious consequence of either or both of these possibilities on the broadcasting available to many segments of the listening public, the RMA takes this opportunity to again restate certain well established fundamental scientific and engineering facts and to voice its conviction as to the necessary consequences of these facts on the power and frequency assignment practices of the Commission.



"It is a fact that while a broadcasting station inevitably transmits its signals over tremendous distances, the area to which it can render a useful service is sharply limited by the radio noise level.

"It is a fact, also, that such levels of transmission as are of too low an intensity to render useful service are yet sufficiently strong to create serious interference with transmission of other stations operating on the same frequency assignment.

"It is a fact that the extent and intensity of the distant transmission and hence, the extent and intensity of this interference increases greatly during the hours of darkness.

"The useful service areas of stations of moderate power in urban communities are thus severely limited by the noise level; and, even with high power when operating on frequency assignments shared with other stations are usually even more seriously limited by the inter-station interference during the hours of darkness.

"We know of no practicable method by which the limitation of the noise level may be avoided other than by sufficiency of power at the transmitting station.

"We know of no way in which this interstation interference can be avoided within the confines of the United States except by the use of cleared channels.

"We, therefore, believe that the shared channel system can provide only a highly localized broadcasting service and that cleared channels are necessary, not only to supply satisfactory broadcasting service to rural areas and detached urban communities, but to provide satisfactory night-time service to the suburban areas of our larger cities.

"We believe that, except as engineering considerations may dictate limitation of the field strength of nearby populous areas, no limitation should be imposed on the power of stations.

"We urgently recommend that the number of channels now assigned to cleared channel operation be maintained as such.

"We urgently recommend all encouragement be given to the employment of the highest practicable power on all channels, subject only to the need for avoiding blanketing, cross modulation, and such other irregularities as result from excessive field strength, particularly in populous areas."

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## 6,000,000 SET SALES IN 1938 FORECAST

With general business recovery reflected in the sales of radios and particularly in the demand for small sets, students of industry statistics now predict sales of at least 6,000,000 radios during 1938, O. H. Caldwell, former Federal Radio Commissioner, predicts in the current Radio Today, which he edits. This will be a 25 percent drop below the 8,000,000 figures for 1937, but represents a better showing than had been expected earlier in the year, he pointed out.

While the year started out about 50 percent off, there has been a gain in the rate of set production, though the dollar total will probably remain around the half-way level.

Radio sets and radio tubes have grown progressively cheaper with increased production, he asserted, although some other products have grown more costly measured in equivalent work-hour earnings.

For example, the radio set of 1922 cost 190 times the average hourly wage earned by American workmen for that year. Contrasted with this 190-hour cost, the average 1938 radio can be purchased for the earnings of 25 work-hours.

The radio tube of 1922 cost 5 hours' work; today's improved tube costs 45 minutes of work.

In contract, to buy a small average working man's house in 1922 cost 5000 work-hours, whereas such a 1938 house costs about 6000 work-hours, so that the worker's effort required per unit of housing has gone up. This increase is in face of the fact that many house-building supplies have come down. Paint for the workman's house in 1922 cost 59 hours; today only 25 hours.

Clothing costs have likewise come down, - 710 work-hours for a family of four in 1922; 350 work-hours in 1938.

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## TWO SCORE LICENSES RENEWED; SOME QUESTIONED

Whether the approaching elections had anything to do with it or not, the Federal Communications Commission this week suddenly acted on some two score applications for license renewals, some of which had been held up for questioning.

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THE UNITED STATES OF AMERICA

IN SENATE

January 11, 1908

REPORT

OF THE

COMMISSIONER OF THE GENERAL LAND OFFICE

IN RESPONSE TO A RESOLUTION PASSED BY THE SENATE

ON MAY 1, 1896

RELATIVE TO THE

LANDS BELONGING TO THE UNITED STATES

AND THE

LANDS BELONGING TO THE SEVERAL STATES

AND THE

LANDS BELONGING TO THE DISTRICT OF COLUMBIA

AND THE

LANDS BELONGING TO THE TERRITORIES

AND THE

LANDS BELONGING TO THE INDIVIDUALS

## FCC REVERSES SELF, GIVES JACKSONVILLE STATION

Reversing its previous action, the Federal Communications Commission this week granted an application to the Metropolis Co., of Jacksonville, Fla., for a construction permit to operate on 1290 kc. with 250 watts power, unlimited time.

Jacksonville already has two broadcasting stations, both of which have network affiliations.

Recalling that it had denied a similar application on June 28, last, with Commissioners Payne and Walker dissenting, the FCC explained, "there were material facts of record which would justify" the grant.

"The Commission has repeatedly held that it will not establish new radio facilities for the sole purpose of affording additional radio advertising outlets to commercial establishments", the FCC stated. "In all cases, the controlling consideration (granting that the applicant is fully qualified) is the general public need for the radio service offered. In determining whether or not a general public need exists, no hard and fast rule may be followed as circumstances differ in one center of population from another, and manifold disparate elements must be determined in each case. The existence of need may only be determined from the record made in each proceeding. The foregoing findings have established that the applicant herein is fully qualified to render broadcast service and that the community is possessed of ample economic resources to support the existing stations."

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## PASTORS PROTEST "BLOOD AND THUNDER" PROGRAMS

Ministers and pastors of several hundred Protestant churches have protested to the Federal Communications Commission against continuance of "gangster, murder, crime and terror" radio programs which, they maintain, are detrimental to character-building of children.

The protests are in the form of letters made public this week by George Henry Payne, FCC Commissioner, long a crusader against "blood-curdling" programs. His correspondents praise a resolution adopted by the Methodist Episcopal Church in Los Angeles last Summer, condemning the present so-called "children's programs" as injurious to the health of children, "physically, morally and spiritually."

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Many of the clergymen who wrote protests also attacked programs sponsored by liquor companies. One pastor said it made him "boil" to hear sports programs advertised by "a beer salesman". He said his children should be privileged to get baseball scores without hearing "some beguiling voice urge them to drink beer". This pastor said he wouldn't be surprised soon to hear radio programs "sponsored by some liquor firm feature church humns and even a prayer".

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#### TUNNEY URGES NAMELESS LIQUOR AD ON RADIO

An industrial radio program advertising the liquor industry without mentioning trade names was suggested by Gene Tunney, Chairman of the American Distilling Company, at a national conference on liquor advertising in Washington this week.

Mr. Tunney was highly critical of the present methods of advertising, but his criticism was greeted with boos and only mild applause.

Mr. Tunney resigned in August from the Distilled Spirits Institute, asserting that the industry's trade association was "without social consciousness or soul".

He was one of the

speakers at the two-day conference called by W. S. Alexander, Administrator of the Federal Alcohol Administration, at the suggestion and with the cooperation of State regulatory agencies.

"We of the distilling industry have made a mess of the advertising situation", Mr. Tunney declared. "We really need stern regulation in our advertising as well as in other fields."

After denouncing what he called the present trend in liquor advertising, Mr. Tunney suggested that each distiller raise a fund, the funds to be pooled for the purpose of initiating a radio broadcasting program in behalf of the industry on which the names of no individual distillers would be mentioned.

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By a unanimous decision of the Swedish Supreme Court one license is now sufficient for an owner even if he has more than one radio set. This matter was taken to court by the Swedish State Telegraph Board which had brought suit against an owner possessing one house radio and another radio receiving set in his car, maintaining that a separate license was required for each and every set. In the opinion of the court, however, a license does not refer to a set or any certain number of sets but is a license issued to the owner to own and use radio sets in general.

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10/28/38

## RADIO TRANSMITS FROM 23 MILES UP

Radio broadcasts from apparatus carried as high as 23 miles above the earth's surface by balloons have given scientists at the Bureau of Standards new information about cosmic rays.

One radio set carried to 23 miles by six balloons is believed to have set a new altitude record. At this height the 5 pounds of apparatus had 99.5 percent of the earth's atmosphere below it.

Last of the experiments was carried on this week by Dr. L. F. Curtiss and Dr. A. V. Astin. They said that experiments carried on the past four months with improved equipment indicated that maximum of cosmic ray effect are observed 12 miles above the earth.

There the cosmic rays are 200 times more intense than at the earth's surface. Majority of the rays, the speediest electrically-charged particles known, are absorbed by atmosphere before they reach the earth, Dr. Astin said.

The apparatus weighing 5 pounds is carried aloft by six hydrogen-filled balloons. It reaches its peak in about two hours. Some of the balloons break and the apparatus returns to earth. Stratospheric winds generally carry them 50 to 100 miles northeast of Washington to Eastern Shore, Maryland, Southeastern Pennsylvania or Delaware.

The apparatus consists of a Geiger-Mueller cosmic ray recorder, a barograph to measure atmospheric pressure, and a radio transmitter. Broadcasts are made four times a minute, and all possible information is given so that it is not necessary to recover the apparatus. Since all balloons do not break, the radio set gives information both in the ascent and descent.

Less effect of cosmic rays is recorded above 12 miles because there the atmosphere is rarer and there are fewer molecules of air to be ionized by the fast-rushing cosmic rays. Evidence has been found of a slight variation in height of the maximum effect.

Although information received has not yet been fully studied, Dr. Astin said there was little likelihood that a new theory on origin of the mysterious rays would be discovered. Leading present theory of their origin is in intense energy transformations, such as takes place in birth of new stars.

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— *Journal of the American Medical Association*, 1967, 202: 1031-1032.

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 :::: TRADE NOTES ::::  
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"NAB News Review", a pamphlet containing "reprints of timely articles relative to radio", made its appearance this week. It is published and distributed by the National Association of Broadcasters.

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The place of radio in American life today, and particularly the benefits which can result from understanding and proper use of the principles which make it so vital a force, will be discussed by Lenox R. Lohr, President of the National Broadcasting Company in an address before the biennial conference of the Federal Council of Churches of Christ in America at the Statler Hotel, Buffalo, N. Y., on December 7th.

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The sale of Station WMPS, Memphis, Tenn., by the Memphis Commercial Appeal Co., to the Memphis Press-Scimitar Co., for \$50,030 was approved this week by the Federal Communications Commission. Both companies publish newspapers. The Commercial Appeal will continue to operate Station WMC, in Memphis.

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Resurrecting the dormant telephone investigation report, the Federal Communications Commission this week ordered that the American Telephone & Telegraph Co., and its subsidiaries be permitted to file briefs within 30 days on the "proposed report" of Commissioner Paul Walker.

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A minimum watch by radio operators aboard vessels equipped with auto alarms was defined by the Federal Communications Commission this week in an order. It was explained that "under some circumstances radio operators have been required to stand two watches consecutively."

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The National Broadcasting Company will add its 160th affiliated station on November 1, when WAPO, in Chattanooga, Tenn., joins the networks as a supplementary outlet available to the South Central Group #3 and Southern Group #5. WAPO operates full time on 1420 kilocycles with 250 watts daytime power and 100 watts at night.

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Sport-fishing passenger vessels of less than 100 gross tons were declared exempt from provisions of the Communications Act requiring auto alarms this week by the Federal Communications Commission.

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10/28/38

A new broadcasting station for Lihue, Hawaii, was authorized this week by the Federal Communications Commission. The operator will be the Garden Island Publishing Co., using 1500 kc. with 100-250 watts, unlimited time.

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Station WHEF, of Kosciusko, Miss., was ruled off the air this week by the Federal Communications Commission when it refused to renew the station's license. The application for renewal was set for hearing, but the station offered no evidence in support of its request.

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#### JAZZING OF CLASSICS PROTESTED TO FCC

Having just dodged a serious censorship charge, members of the Federal Communications Commission this week were not prepared to do anything about a protest that stations be penalized for permitting the "swinging" of classical music.

A letter from Alfred L. Dennis, President of the Bach Society of New Jersey, was received this week by Chairman Frank R. McNinch.

"As you are doubtless aware, the country is being swept by a rage of playing classical and traditional songs over the radio in swing tempo", Mr. Dennis wrote. "This is causing genuine distress to lovers of fine music.

"Recently on two occasions, we heard a jazz orchestra giving a rendition of Bach's 'Toccata in D Minor'. All the beautiful fugue effects were destroyed by the savage slurring of the saxophone and the jungled discords of the clarinet.

"By no stretch of the imagination could such performances be tolerated except by people of no discrimination. As a group interested in bringing the best of Bach's music to the people in our State, we must protest against the jazzing of Bach's music. If this is permitted to go unchallenged, swing renditions of the Mass in B Minor will follow, offending listeners on both religious and esthetic grounds.

"We could suggest", Mr. Dennis added, "that any station that violates the canon of decency by permitting the syncopating of classics, particularly Bach's music, be penalized by having its license suspended for the first offense. A second offense could be punished by revocation of the license."

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F.D.R. HAS THREE PLANS ON FCC, WRITERS SAY

President Roosevelt is considering three alternative plans to shake-up the Federal Communications Commission, according to two Washington columnists, Joseph Alsop and Robert Kitner, who do a column for the North American Newspaper Alliance.

In a copyrighted story this week, they discussed the friction within the FCC and then asserted:

"The President's attitude is the one he disclosed at the time of the reorganization bill - that he is blamed for trouble in the independent agencies, and must be permitted to clear up the trouble. With this in mind, he is understood to be considering three plans. All are based on the supposition that McNinch's efforts have unavoidably failed.

"The first plan is for the President to call in the Commissioners, demand their joint resignation, and announce that the public interest cannot be served until they comply with his request. Since some of the Commissioners are pig-headed, to say the least, this plan is more dramatic than practical.

"The second plan is for the President to go to Congress in January, ask for the abolition of the Commission, and suggest the establishment of a new agency, better planned and probably headed by a single administrator. Such a daring stroke would almost certainly be the signal for a Congressional investigation of the F.C.C. and as New Deal bodies are said to be buried in the F.C.C. garden, the course might be politically unwise.

"The third plan is for the President simply to dismiss the more troublesome Commissioners. Under the Supreme Court decision invalidating the President's dismissal of Trade Commissioner William Humphreys, this plan hasn't a constitutional leg to stand on. But the Humphreys case decision is believed to have angered the President more than any other action of the high bench. And the temptation must be strong to ask the present, friendlier court to reverse the decision."

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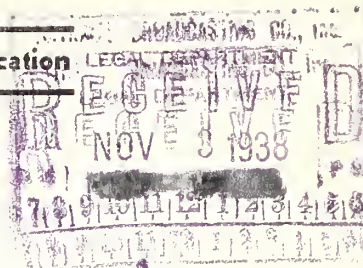
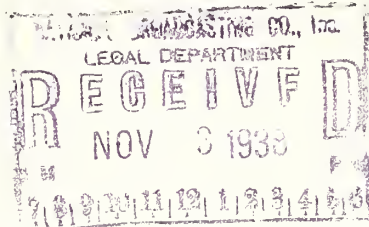


# HEINL RADIO BUSINESS LETTER

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WASHINGTON, D. C.

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Figure 1. The effect of the concentration of the *Agaricus bisporus* spores on the growth of *Agaricus bisporus* on the substrate. The concentration of the spores was 100000, 200000, 300000, 400000, 500000, 600000, 700000, 800000, 900000, 1000000, 1100000, 1200000, 1300000, 1400000, 1500000, 1600000, 1700000, 1800000, 1900000, 2000000, 2100000, 2200000, 2300000, 2400000, 2500000, 2600000, 2700000, 2800000, 2900000, 3000000, 3100000, 3200000, 3300000, 3400000, 3500000, 3600000, 3700000, 3800000, 3900000, 4000000, 4100000, 4200000, 4300000, 4400000, 4500000, 4600000, 4700000, 4800000, 4900000, 5000000, 5100000, 5200000, 5300000, 5400000, 5500000, 5600000, 5700000, 5800000, 5900000, 6000000, 6100000, 6200000, 6300000, 6400000, 6500000, 6600000, 6700000, 6800000, 6900000, 7000000, 7100000, 7200000, 7300000, 7400000, 7500000, 7600000, 7700000, 7800000, 7900000, 8000000, 8100000, 8200000, 8300000, 8400000, 8500000, 8600000, 8700000, 8800000, 8900000, 9000000, 9100000, 9200000, 9300000, 9400000, 9500000, 9600000, 9700000, 9800000, 9900000, 10000000, 10100000, 10200000, 10300000, 10400000, 10500000, 10600000, 10700000, 10800000, 10900000, 11000000, 11100000, 11200000, 11300000, 11400000, 11500000, 11600000, 11700000, 11800000, 11900000, 12000000, 12100000, 12200000, 12300000, 12400000, 12500000, 12600000, 12700000, 12800000, 12900000, 13000000, 13100000, 13200000, 13300000, 13400000, 13500000, 13600000, 13700000, 13800000, 13900000, 14000000, 14100000, 14200000, 14300000, 14400000, 14500000, 14600000, 14700000, 14800000, 14900000, 15000000, 15100000, 15200000, 15300000, 15400000, 15500000, 15600000, 15700000, 15800000, 15900000, 16000000, 16100000, 16200000, 16300000, 16400000, 16500000, 16600000, 16700000, 16800000, 16900000, 17000000, 17100000, 17200000, 17300000, 17400000, 17500000, 17600000, 17700000, 17800000, 17900000, 18000000, 18100000, 18200000, 18300000, 18400000, 18500000, 18600000, 18700000, 18800000, 18900000, 19000000, 19100000, 19200000, 19300000, 19400000, 19500000, 19600000, 19700000, 19800000, 19900000, 20000000, 20100000, 20200000, 20300000, 20400000, 20500000, 20600000, 20700000, 20800000, 20900000, 21000000, 21100000, 21200000, 21300000, 21400000, 21500000, 21600000, 21700000, 21800000, 21900000, 22000000, 22100000, 22200000, 22300000, 22400000, 22500000, 22600000, 22700000, 22800000, 22900000, 23000000, 23100000, 23200000, 23300000, 23400000, 23500000, 23600000, 23700000, 23800000, 23900000, 24000000, 24100000, 24200000, 24300000, 24400000, 24500000, 24600000, 24700000, 24800000, 24900000, 25000000, 25100000, 25200000, 25300000, 25400000, 25500000, 25600000, 25700000, 25800000, 25900000, 26000000, 26100000, 26200000, 26300000, 26400000, 26500000, 26600000, 26700000, 26800000, 26900000, 27000000, 27100000, 27200000, 27300000, 27400000, 27500000, 27600000, 27700000, 27800000, 27900000, 28000000, 28100000, 28200000, 28300000, 28400000, 28500000, 28600000, 28700000, 28800000, 28900000, 29000000, 29100000, 29200000, 29300000, 29400000, 29500000, 29600000, 29700000, 29800000, 29900000, 30000000, 30100000, 30200000, 30300000, 30400000, 30500000, 30600000, 30700000, 30800000, 30900000, 31000000, 31100000, 31200000, 31300000, 31400000, 31500000, 31600000, 31700000, 31800000, 31900000, 32000000, 32100000, 32200000, 32300000, 32400000, 32500000, 32600000, 32700000, 32800000, 32900000, 33000000, 33100000, 33200000, 33300000, 33400000, 33500000, 33600000, 33700000, 33800000, 33900000, 34000000, 34100000, 34200000, 34300000, 34400000, 34500000, 34600000, 34700000, 34800000, 34900000, 35000000, 35100000, 35200000, 35300000, 35400000, 35500000, 35600000, 35700000, 35800000, 35900000, 36000000, 36100000, 36200000, 36300000, 36400000, 36500000, 36600000, 36700000, 36800000, 36900000, 37000000, 37100000, 37200000, 37300000, 37400000, 37500000, 37600000, 37700000, 37800000, 37900000, 38000000, 38100000, 38200000, 38300000, 38400000, 38500000, 38600000, 38700000, 38800000, 38900000, 39000000, 39100000, 39200000, 39300000, 39400000, 39500000, 39600000, 39700000, 39800000, 39900000, 40000000, 40100000, 40200000, 40300000, 40400000, 40500000, 40600000, 40700000, 40800000, 40900000, 41000000, 41100000, 41200000, 41300000, 41400000, 41500000,

November 1, 1938

## MCDONALD RAPS MOVE TO SELL TELEVISION SETS

The proposal of the Radio Corporation of America and other members of the Radio Manufacturers' Association to offer for sale next Spring, television receivers brought forth a stinging rebuke and a warning to the public from Commdr. Eugene F. McDonald, Jr., President of the Zenith Radio Corporation, of Chicago.

Commander McDonald, who has consistently opposed all moves to place television sets on the market said that "the offering for sale of television receivers at this time in view of the present state of the art is, in my opinion, unfair to the public, and premature, both for economical and technical reasons."

The complete text of Commander McDonald's statement, made in a letter to Zenith stockholders, follows:

"The recent publication in the newspapers of the country of a statement to the effect that television receivers will be put on the market for sale to the public before the opening of the New York World's Fair next Spring has brought many inquiries from our stockholders as to the position of Zenith Radio Corporation in the television field. This letter is written in response to such inquiries, and for the purpose of advising all the corporation's stockholders as to the present status of television.

"The offering for sale of television receivers at this time in view of the present state of the art is, in my opinion, unfair to the public, and premature, both for economic and technical reasons. Such premature introduction of television commercially will result in loading the public with undue experimental replacement cost, which, in turn, will result in retarding, instead of furthering development and in unprofitable operations for the companies engaging in such a program.

"Your company is now in its twenty-fourth year of experience in the manufacture of receiving sets, and today holds the only license issued by the Federal Communications Commission for an experimental television station in the Chicago area.

"The Zenith Radio Corporation will, in a period of weeks, be on the air with its experimental high definition type of television programs. It will also have ready television receivers. It, however, intends to make no sales of these receivers until, in our opinion, television is ready for the public. These receivers will be loaned to a limited group of experienced people and engineers for experimental purposes.

1. The first step in the process of identifying a problem is to determine the nature of the problem. This involves a thorough understanding of the situation and the factors that may be contributing to the problem. Once the problem has been identified, the next step is to develop a plan of action to address the problem. This plan should be based on a clear understanding of the problem and the resources available to address it. The plan should also take into account the potential risks and benefits of different approaches. Once a plan has been developed, the next step is to implement the plan. This involves putting the plan into action and monitoring the progress of the implementation. Finally, the last step in the process is to evaluate the results of the implementation. This involves assessing the effectiveness of the plan and identifying any areas for improvement.

"I do not believe the radio industry should ask the public to pay for its experimentation in television, at least without putting the public on notice that receivers put out at this time are on an experimental basis and may be subject to many costly changes and replacements.

"I still feel as I stated at the last stockholders' meeting that 'general use of television in the homes is just around the corner for stock salesmen only'. On the other hand, when we have overcome all of our difficulties, and when I say we, I mean the radio industry, television will no doubt become a glorious new experience and a wonderful new industry. I feel that I am as close to the television picture as the next man and Zenith is prepared at this time to produce and sell television receivers but I am not ready to take the public's money until television is good and ready to provide money's worth to that public.

"Your company has always stood for progress and intends to continue to do so. We were the first to introduce short-wave receiving sets for public use (1925); first to introduce battery-less radio sets (1926); first to introduce automatic tuned radio (1928) and we were the first manufacturer of radio apparatus to acquire a license under the radio patents of the American Telephone & Telegraph Company, Westinghouse Electric & Manufacturing Company, General Electric Company and Radio Corporation of America. This license has since been enlarged to include patents in the television field. Your corporation maintains an entirely separate department of its research laboratory devoted exclusively to the development of television and is now engaged in constructing one of the few television transmitters of the modern high definition type.

"Television holds the most fascinating possibilities ever envisioned by an eager public but I cannot agree that television receivers are ready for mass production and country-wide distribution on any such basis as even the first radio broadcast sets that were distributed in the early Twenties.

"Television is essentially different from anything with which we have had to deal in the past. The first automobiles constructed and sold to the public, unless they have been worn out from use, will still operate on our highways today, and with the gasoline now used. Likewise, the first radio broadcast receivers constructed and sold to the public will still operate and reproduce programs broadcast from the most modern broadcasting stations of today. On the other hand, the television receiving set of one year ago is already obsolete and cannot be operated in the home with the latest television transmitter of today.

"What the public should know, and has not been told, about television is that the receivers must be matched to, synchronized with and built on the same standards as the transmitters. Any major change made in the television transmitter will necessitate a change in the receiver. This, of course, is not true of radio receiving sets. It is not only conceivable, but quite possible,



1. The first thing I noticed when I stepped out of the plane was the cold air. It was a sharp contrast to the warm, humid air of the tropics. I shivered slightly, pulling my jacket closer. The ground below was a vast, flat expanse of green, dotted with small, dark patches. In the distance, a range of low, rolling hills could be seen under a pale, overcast sky. The overall atmosphere was one of quiet solitude and a sense of being in a new, unfamiliar world.

As I walked along the path, I noticed the texture of the ground beneath my feet. It was a mix of soft, mossy earth and small, smooth stones. The air was still, and the only sounds were the occasional rustle of leaves or the distant chirp of a bird. I felt a sense of peace and tranquility, a feeling that I had found a hidden gem. The path led me through a dense forest of tall, slender trees with thin canopies. The sunlight filtered through the leaves, creating a dappled pattern on the ground. I took a deep breath, savoring the fresh, earthy scent. This was a place where time seemed to stand still, a place where I could finally relax and let go of the stresses of the world.

The forest was a world of its own, a place of mystery and wonder. Every step I took revealed new sights and sounds. The ground was covered in a thick layer of fallen leaves and twigs, some of which crunched under my feet. The trees were mostly deciduous, with their leaves in various shades of green. Some were still in full leaf, while others were beginning to turn. The air was filled with the scent of pine and the earthy smell of decaying wood. I noticed small streams of water trickling down the sides of some of the trees, creating a soft, rhythmic sound. The overall feeling was one of being in a secret, magical place, a place where nature was at its most beautiful and serene.

As I continued my journey, I began to notice changes in the landscape. The trees became more sparse, and the ground was no longer covered in a thick layer of leaves. In the distance, a small cluster of buildings could be seen, nestled among the trees. I felt a sense of anticipation, wondering what lay ahead. The path led me through a field of tall, golden grass, the sun now shining brightly. The air was warm and inviting, a welcome change from the cool forest air. I took a moment to pause, looking out over the horizon. The sun was low in the sky, casting a warm, golden glow over the entire scene. It was a beautiful sight, a moment of pure joy and wonder.

The journey had been a remarkable one, a journey of discovery and self-discovery. I had found a place where I could truly relax and let go of the world. The path had led me through a world of beauty and wonder, a world where nature was at its most magnificent. I felt a sense of accomplishment and pride, knowing that I had overcome all the challenges and hardships that lay in my way. The journey had been a test of my endurance and a test of my faith. I had faith that I would find a place where I belonged, a place where I could call home. And now, as I stood in the middle of this beautiful landscape, I knew that I had found it. This was my home, my sanctuary, my place in the world.

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that within a year from today the standards of the television transmitter, which, incidentally, have not yet been officially adopted, may again be changed, and this, in turn, will once again make obsolete all television receivers manufactured and sold today.

"No organization is better informed on television today than the Federal Communications Commission, yet within the past two weeks, the Commission has asked this question: 'Whether or not we believe that the development of television has reached the stage where the Commission might call formal hearings with respect to the adoption of standards'.

"Television for the public is not new as the recent announcements might lead one to assume. Right here in Chicago, it was introduced to the public in 1928 by radio stations WCFL; in 1929 by the Western Television Company; and in 1930 by radio station WMAQ, then owned by the Chicago Daily News. Television programs were broadcast at that time. Due to the interest then aroused, over 1,000 television receivers were sold to the public in the Chicago area, every one of which is today useless because of the changes which have been made in transmitters.

"The Federal Communications Commission has given long and serious consideration to the matter of television. It has, in its wisdom, issued only eighteen television licenses, all of which are experimental and not commercial. Of the experimental transmitting stations constructed under these licenses, only a few are of the modern high definition type. Not one permit or license has been issued by the Commission for the construction and operation of a commercial television station.

"I maintain that neither advertising nor the sale of television receivers to the public should be indulged in at this time by those companies enjoying from the government a license to operate an experimental transmitter. I say this because either of these practices constitutes commercialization of the license which the government has extended for the purpose of experimentation only.

"There are many technical problems in television which are still unsolved. Among these is the inability at present to eliminate interference with television reception caused by the operation of automobiles. On the wave lengths now selected for and allocated to television, every spark plug in the twenty-five million automobiles in the United States operates as a transmitter and creates interference in its immediate vicinity. This interference makes impossible satisfactory television reception below the fourth or fifth floor of most buildings facing a street upon which automobiles are operated.

"Its effect is to put in the picture on the receiver a series of spots having the appearance of a snow storm. This, of course, destroys the picture. The only cure for this condition, at least at present, is to arrange to have all automobile manufacturers shield all new automobiles constructed, and also to have the owners of automobiles now in use do the same. This task, of

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course, is impossible of achievement. Some other means must be found of removing this difficulty.

"The economic problems which must be settled before the public should be asked to buy television receivers are no less serious than the technical difficulties. In the present state of the art, it is not possible to transmit a television program beyond a radius of from thirty to fifty miles, depending upon the height of the transmitting station above the ground, and even in that area buildings and other structures situated between the transmitter and the receiver make good reception extremely difficult. In other words, in order to furnish television programs to purchasers of television receiving sets throughout the United States, it will be necessary to construct more than 2,000 television transmitting stations. Even though we had this multiplicity of television transmitters, no economical means has yet been discovered to connect these transmitting stations to make possible chain transmitting of television.

"Another of the economic problems presented is the matter of programs. The stupendous cost of transmitting television naturally sets aside the thought that advertisers and sponsors can possibly maintain advertising budgets sufficiently large to pay the cost of such programs. In England, the public has had television for nearly three years. Fortunately, only from 4,000 to 8,000 television receivers have been sold, and these at prices from \$200.00 to \$400.00 each. I say fortunately because only that many persons have been disappointed. Despite the fact that the English people are apparently satisfied with radio programs which would be unacceptable to the Americans, the English have nevertheless registered disapproval of the type of television programs which the British Broadcasting Company (a government subsidy) has been able to present under the present limitations of television operation.

"In the opinion of conservative producers, the cost of a single program of the type now transmitted in England, of one hour's duration for each day from one television transmitter, will be one million dollars a year. I feel that this estimated cost is most conservative, as I do not believe the American public will be satisfied for any considerable period of time with television programs that are less entertaining than the present-day movies. In other words, the people of our country will expect and demand the transmission of motion pictures.

"The motion picture industry expends over three hundred million dollars per year to produce approximately three hundred feature pictures, each of which represents a little more than one hour's entertainment. This economic load is paid for through the box offices of the moving picture houses. No source of revenue has yet been provided for the more costly television. Certainly, we cannot expect the advertisers of America to pay this bill.

"Any sales of television receiving sets today will unquestionable react unfavorably on the manufacturer who has put them on the market. Good business judgment, as well as fairness, indicates that this is not the time to sell television to the American people."

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## PROCEDURE ANNOUNCED FOR CHAIN MONOPOLY INQUIRY

Chairman Frank R. McNinch, of the Federal Communications Commission, late last week-end announced the procedure that will be followed by the special FCC chain-monopoly committee in the inquiry schedule to begin November 14th.

"The Committee has subdivided the subject matter to be covered in the hearing into four general headings", he said. "They are:

"1. Network Operations. The Committee will first call national networks in the order in which they commenced network operation; next regional networks in the order in which they commenced network operations; and then other witnesses to testify with respect to various phases of network operations.

"2. Matters Specified In Notices Of Appearances. Following this the Committee will call persons and organizations other than broadcast station licensees, networks, and transcription and recording companies who have filed written appearances pursuant to the hearing notice issued September 20, 1938.

"3. Management Contracts, Leases, Etc. Broadcast station licensees and other persons will be called by the Committee to supply evidence with reference to contracts, agreements, arrangements, and practices involving the management, control, or operation of broadcast stations by persons or organizations other than the licensees thereof.

"4. Nature and Extent of Common Ownership of Broadcast Stations. Broadcast station licensees and other persons will be called by the Committee to supply evidence with reference to the concentration of ownership or control of more than one broadcast station in the same or affiliated interests; and to supply evidence with reference to the business activities, other than broadcasting, of broadcast station licensees and persons exercising control through stock ownership or otherwise over licensees.

"5. Transcription Services. Transcription and recording companies, and other persons and organizations will be called upon to present evidence with respect to the relationship between the radio industry and organizations engaged in the production or distribution of electrical transcriptions and recordings for broadcasting purposes and evidence with reference to the quality of such recordings and transcriptions, both from the technical and program standpoints."

"A specific order of persons or organizations appearing under heading (1), Network Operations, together with an estimate of the time that will be consumed in hearing such evidence, will be issued so far as possible in advance of the first day of the hearing", Commissioner McNinch added. "A similar release will be issued with reference to the persons appearing under each of



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the remaining headings as far as possible in advance of the date such persons or organizations will be called.

"The procedure outlined herein was adopted by the Committee in order to accomplish a more orderly development of the great mass of material to be presented, and to eliminate unnecessary delays and inconveniences to persons participating as witnesses or otherwise in the hearing", he concluded.

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#### FCC ORDERS LEGAL STUDY ON PROGRAM COMPLAINTS

Still smarting under press criticism for calling to task Station WTCN, Minneapolis, for broadcasting Eugene O'Neill's "Beyond the Horizon", the Federal Communications Commission has ordered its Legal Department to make a study of its authority and to recommend a new procedure.

The study will be made under the direction of the Acting General Counsel, William J. Dempsey, and will include conferences with the Justice Department to determine jurisdictional questions.

The FCC announcement this week stated:

"The Commission, upon consideration of the instances reported to it of broadcast stations transmitting lottery, obscene, indecent, profane, or other programs which may be violative of penal provisions of the Communications Act of 1934, directed the Law Department to make a comprehensive study of such provisions with the view of determining the extent of the authority and jurisdiction of the Commission under the same, and the appropriate procedure to be followed in cases of alleged violations. In this connection the Commission authorized the Acting General Counsel to confer with representatives of the Department of Justice with the view of determining the jurisdictional questions involved and the possible establishment of appropriate procedure in cases of such violations."

The FCC action is somewhat surprising, however, in view of the fact that a Special Program Complaint Committee was set up recently to do somewhat the same job.

The Committee is headed by Commissioner George Henry Payne, and includes Commissioners Eugene O. Sykes and T.A.M. Craven. Messrs. Payne and Craven, however, have been at odds with other members of the Commission over Chairman McNinch's "purge".

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## MARTIAN "INVASION" GIVES CBS AND FCC THE JITTERS

While the majority of radio listeners considered the nation-wide scare caused by the CBS broadcast of "The War of the Worlds", a great joke, officials of the Columbia Broadcasting System and the Federal Communications Commission saw little humor in it.

As the Commission began a study of a transcribed version of the script of the Orson Welles version of H. G. Wells' 41-year-old novel, "The War of the Worlds", officials admitted off the record that there was little that the FCC could do except reprimand the network and warn it not to repeat the offense.

Even that gesture was robbed of its effectiveness, however, when Columbia announced on Monday that it would never again follow a program technique of a simulated news broadcast when there is any danger of it being misunderstood.

Chairman Frank R. McNinch issued a formal statement Monday saying that the broadcast was "to say the least, regrettable". Neither he nor other members of the Commission heard the program, however.

Other statements came from the President of the National Association of Broadcasters, a Vice-President of CBS and others, but the last word came from the Harvard Astronomical Observatory.

The Harvard Observatory, responding to a request, issued a statement, according to the Associated Press, that there is no evidence higher forms of life, as known on earth, exist on the planet Mars. This put at rest any lingering fear of timid souls that even though the Martian conquest did not occur Sunday night, it might at some later date.

British newspapers compared the panic in the United States to a similar scare in England in 1926 when the British Broadcasting Co. put on a skit describing a mob sacking Whitehall, the government section of London.

In Germany the radio scare was hailed as the "indescribable result of war agitation" and Nazi newspapers chortled freely over the American response to a war scare.

Nothing approaching the mass hysteria aroused by the fictional fantasy has ever been brought about by radio.

The nearest incident, however, to the Mars invasion, it was said, was the impersonation of President Coolidge by the late Will Rogers which was mistaken by thousands for an actual Presidential address.

It was recalled that the FCC last year reprimanded the National Broadcasting Co. for a different sort of broadcast, a





Garden of Eden episode with Mae West and Charlie McCarthy, which brought a flood of protests from shocked listeners.

Already smarting as a result of unfavorable reaction to an attempt to call Station WTCN, Minneapolis, and other NBC affiliates on the carpet for a broadcast of Eugene O'Neill's Pulitzer prize play "Beyond the Horizon", the FCC is now wary of any move that may be labeled censorship of programs.

Commissioner T.A.M. Craven, who was one of the members who forced the Commission to reverse itself on the O'Neill play, issued a statement supporting Chairman McNinch in his action regarding the CBS program but at the same time warning against any attempt at censorship.

"I feel that in any action which may be taken by the Commission", he said, "utmost caution should be utilized to avoid the danger of the Commission censoring what shall not be said over the radio.

"Furthermore, it is my opinion that the Commission should proceed carefully in order that it will not discourage the presentation by radio of the dramatic arts. It is essential that we encourage radio to make use of the dramatic arts and the artists of this country. The public does not want a spineless radio."

"I withhold final judgment until later", Chairman McNinch said, "but any broadcast that creates such general panic and fear as this one is reported to have done is, to say the least regrettable".

George Henry Payne, who frequently has quarreled with Chairman McNinch, for once, was on the same side as he suggested that the Commission establish a "standard of broadcasts".

Recalling that last Fall he campaigned against terrorism in children's radio programs, Commissioner Payne said:

"People who have material broadcast into their home without warnings have a right to protection. Too many broadcasters have insisted that they could broadcast anything they liked, contending that they were protected by the prohibition of censorship. Certainly when people are injured morally, physically, spiritually and psychically, they have just as much right to complain as if the laws against obscenity and indecency were involved."

Senator Clyde Herring (D.), of Iowa, said he planned to introduce a bill in the next Congress "controlling just such abuses".

Despite the threat of damage suits and unfavorable public reaction, CBS officials rejoiced privately that the incident showed that many listeners were not tuned into NBC's Charlie McCarthy, who has long been a problem to Columbia. Incidentally, the indomitable Charlie bobbed up in the CBS affair as the story went the rounds that Charlie's head, which fell during the Sunday night broadcast, was shot off by a Martian death ray.

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## "STALINISM" CHARGED TO FCC IN CIRCULARS

Candidates for Congress, Washington correspondents, and others this week received copies of a circular letter sent out without signature but under the letter-head "American Radio Audience", with the address of 11 West 42nd Street, New York City, assailing the Federal Communications Commission.

Reprinting in full the recent column of General Hugh S. Johnson on the FCC row, the letter said, in part:

"Enclosed herein you will find some printed material dealing with the obnoxious and nauseating conditions existing within the Federal Communications Commission, and the possible rise of 'Stalinism' in American governmental affairs.

"As a candidate for election to the Congress of the United States, and thereby entrusted with the supervision and regulation of the Commission to which the Congress has delegated the handling of this important subject of Communications, YOUR people are interested in knowing your attitude, and, have a right to know whether or not you believe the conditions herein described should be allowed to continue.

"We will appreciate your advising us as soon as possible in order that interested parties in your District may know of your attitude on this subject."

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## DIES SAYS ADMINISTRATION CUT HIS NET LINE-UP

Before going on the air from Station WOL, Washington, last (Monday) night to discuss the work of the House Committee on Un-American Activities, Chairman Dies (D.), of Texas, charged that a number of stations which had scheduled the address originally had dropped it at the last minute because of Administration pressure.

The speech was carried over the Mutual Broadcasting System, which asserted there had been no change in plans. Station WOR, key station of the chain, however, did not carry the program, it was said, because of a previous commitment.

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## FCC SEEKS BUDGETARY RISE OF \$680,000

The Federal Communications Commission is asking the Budget Bureau for an increase of \$680,000 for its appropriation for the next fiscal year beginning July 1, 1939, it was disclosed this week. The appropriation under which the Commission is now operating amounts to \$1,705,000, while the Commission is asking for \$2,385,000 for the next fiscal year.

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 :::: TRADE NOTES ::::  
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Several hundred radio engineers and executives are expected at the annual Fall meeting of the Institute of Radio Engineers and the RMA Engineering Department at the Sagamore Hotel, Rochester, N.Y., November 14-16 inclusive. Many meetings of the RMA Engineering Committees have been arranged and the annual exhibits are especially designed for the interests of engineering staffs and manufacturers.

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Two members were added to the WABC sales staff at the New York headquarters of the Columbia Broadcasting System, effective this week. They are Beverly M. Middleton and Robert C. Mayo.

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Newest addition to the Mutual network is Station KOME, Tulsa, Okla., which on Sunday, November 6th, becomes link number 108 in the four-year-old coast-to-coast Mutual chain.

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Important world developments through the years from the end of the war until the present will be discussed by Gen. James G. Harbord, Chairman of the Board of Directors of the Radio Corporation of America, over the NBC-Blue Network on Thursday, November 10, from 10:30 to 11:00 P.M., EST. General Harbord will speak at a dinner of the Union League Club in Chicago.

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Hollywood Radio City, NBC's new film capital headquarters, will be opened to the public on December 1st, according to an announcement by Don E. Gilman, Vice-President in Charge of the Western division. Although the public already is being admitted to broadcasts in the four auditorium studios and the office building is open for business, an army of workmen is still busy putting on finishing touches.

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The monthly index of radio advertising in Printer's Ink, out this week, shows a decrease of 6.1 percent in September from last year. The index shows a drop of 5.4 percent from August, when corrected for seasonal variations.

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"Unit sales of Zenith radios from the distributors to the dealers for the six weeks beginning September 1st and ending October 15th, exceeds the same period of last year by 73.43%", according to Commdr. E. F. McDonald, Jr., President of the Zenith Radio Corporation, Chicago. "We estimate that profits for the first six months of the current fiscal year, ending October 31st, will represent approximately \$1.25 per share before Federal taxes, which, in view of lower unit prices set to meet the market conditions of the moment, we consider highly gratifying."

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## RCA ANNOUNCES QUARTERLY DIVIDENDS

Following a meeting of the Board of Directors of the Radio Corporation of America held last Friday, David Sarnoff, President of the company, announced that the following dividends had been declared:

"On the outstanding shares of \$3.50 Cumulative Convertible First Preferred stock, 87-1/2¢ per share, for the period from October 1 to December 31, 1938, payable in cash on December 14, 1938, to the holders of record of such stock at the close of business November 7, 1938.

"On the outstanding shares of "B" Preferred stock, \$1.25 per share, for the period from October 1, 1938, to December 31, 1938, payable in cash on December 14, 1938, to the holders of record of such stock at the close of business November 7, 1938.

"On the outstanding shares of Common Stock, 20¢ per share, payable in cash on December 14, 1938, to the holders of record of such stock at the close of business November 7, 1938."

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## NEWSPAPERS EXPECT ADS FROM TELEVISION

Whether the projected television sets will contribute the large expenditures to newspaper advertising that radio sets did in their first years is a question which arose this week in newspaper circles, following announcement that television will be available early next year, the New York Times commented this week.

"So far, inquiry revealed yesterday, manufacturers have made no advertising plans nor would any of them reveal the exact date of introduction of the television sets", the Times said. While April was mentioned in the statement by the Radio Manufacturers' Association, several are expected to beat the gun by a month or two and will probably use newspapers and spot radio to introduce their sets. The extent of campaigns and the effect on radio set advertising, which is now swinging along strongly, will all depend on sales results.

"The introduction of radio sets gave newspaper advertising quite a fillip in the early Twenties. Volume of advertising rose steadily until by 1928, it accounted for 10.7 percent of all national advertising in newspapers. Following the 1929 crash, totals dipped until by 1933, radio set copy amounted to only 1.4 percent of national advertising. By the end of last year, it had crept back to 2.5 percent, with the likelihood of further gains this year. Whether television can duplicate the advertising performance of the earlier years of radio is a moot question, according to publishers."

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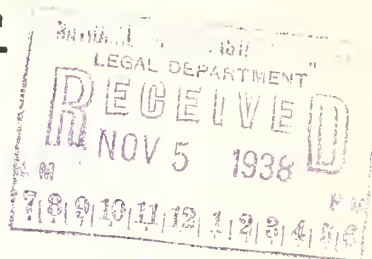


# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**



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No. 1172

*Handwritten notes at the bottom of the page: 'L', 'my', 'H', and 'p'.*





## McNINCH RESUMES PURGE AS DISSENSION GROWS

Following a two weeks' pause, Chairman Frank R. McNinch resumed his purge of personnel at the Federal Communications Commission this week but for the first time was threatened with an opposition majority.

Meanwhile, dissension among the Commissioners appeared to be nearing a breaking point, and there were good reasons to believe that President Roosevelt himself may have to take a hand in the row.

Because of the apparent failure of Chairman McNinch to effect a reorganization within more than a year, it would not be surprising if he would be returned to the Federal Power Commission and the task of "house cleaning" were turned over to another.

A complete reorganization of the Commission, in fact, may be effected, either by a presidential demand for several resignations or a recommendation to Congress that the Commission be abolished and a new agency of radio control set up.

So far all changes are in a rumor stage, but it is known that the President is dissatisfied with the present state of the Commission and with Mr. McNinch's failure to bring about a reform without arousing public resentment.

Chairman McNinch's latest move was to demand the resignation of Davis G. Arnold, Chief Examiner of the FCC and a Civil Service employee of 17 years' standing.

The resumption of the purge, which had been halted temporarily after the ouster of Hampson Gary as General Counsel in mid-October, proved abortive when a special meeting of the Commission was called off abruptly Thursday.

Unlike the Gary case, it appeared doubtful that Chairman McNinch "had the votes" when Commissioner Norman S. Case left a sick bed to come to Mr. Arnold's rescue.

While Commissioners Eugene O. Sykes and Thad Brown were still aligned with the Chairman, it was learned that Commissioner Paul Walker was wavering. Upon Gary's ouster, only Commissioners George Henry Payne and T.A.M. Craven voted against the Chairman. Commissioner Case was absent.

Mr. Arnold, like Mr. Gary, was at first offered a job in another governmental agency. Chairman McNinch told him he had made arrangements for his return to the Veterans' Administration.

1. The first part of the report deals with the general situation of the country and the progress of the work during the year. It is divided into two main sections: the first section deals with the general situation of the country and the progress of the work during the year, and the second section deals with the specific results of the work.

2. The second part of the report deals with the specific results of the work. It is divided into three main sections: the first section deals with the results of the work in the field of agriculture, the second section deals with the results of the work in the field of industry, and the third section deals with the results of the work in the field of commerce.

3. The third part of the report deals with the conclusions of the work. It is divided into two main sections: the first section deals with the conclusions of the work in the field of agriculture, and the second section deals with the conclusions of the work in the field of industry and commerce.

4. The fourth part of the report deals with the recommendations of the work. It is divided into two main sections: the first section deals with the recommendations of the work in the field of agriculture, and the second section deals with the recommendations of the work in the field of industry and commerce.

5. The fifth part of the report deals with the summary of the work. It is divided into two main sections: the first section deals with the summary of the work in the field of agriculture, and the second section deals with the summary of the work in the field of industry and commerce.

When the Chief Examiner investigated, however, he found that the job would pay only \$5,000, whereas he had been receiving \$7,000. He then asked the FCC Chairman to withhold the demand for his resignation until he could look around for a better job, but Mr. McNinch insisted on the resignation at once.

Whether Mr. Arnold will insist on a hearing before the Civil Service Commission or will accept the other job was uncertain. There was some indication that the diminutive FCC Chairman may change his tactics and reorganize the Examiners' Division so as to abolish Mr. Arnold's position.

Although originally marked for the McNinch purge, Mr. Arnold was believed to have escaped the ax about ten days ago at a conference with the Chairman. Consequently he was the more surprised at the abrupt demand for his resignation yesterday.

The next man in line for the purge, it is understood, is G. Franklin Wisner, Chief of the Press Division, and a Civil Service employee of 12 years.

Balked in his effort to exempt this and 50-odd other FCC jobs from protection of the Civil Service Act, Mr. McNinch is expected to abolish Mr. Wisner's job and to place the press relations job directly under his command, responsible to him rather than to the whole Commission.

All indications now point to a thorough investigation of the Commission by the next Congress. A House inquiry last session was blocked by the Administration on the plea that Chairman McNinch should be given a chance to "clean house". Members who are demanding the probe, however, point out that he has been in office more than a year without effecting any substantial reforms.

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#### HISTORY OF RADIO TO 1936 JUST PUBLISHED

The American Historical Society this week released a 420-page volume entitled, "History of Radio to 1936", written by Gleason L. Archer, L.L.D., President of Suffolk University, Boston.

The author stated that the book is an outgrowth of a course on radio broadcasting in the Suffolk College of Journalism and five years of personal experience as a radio lecturer.

Beginning with a history of the intercommunication of signals in early times, the book carries the story of communications down through early wireless telegraphy, to the formation of the Radio Corporation of America, the inauguration of radio broadcasting by Westinghouse, down to the "struggle for network broadcasting".

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1. The first part of the report is a summary of the work done during the year. It includes a list of the projects completed and a brief description of the results achieved. The summary is followed by a detailed account of the work done on each project.

2. The second part of the report is a description of the work done on the various projects. It includes a list of the projects and a brief description of the work done on each. The description is followed by a detailed account of the work done on each project.

3. The third part of the report is a description of the work done on the various projects. It includes a list of the projects and a brief description of the work done on each. The description is followed by a detailed account of the work done on each project.

4. The fourth part of the report is a description of the work done on the various projects. It includes a list of the projects and a brief description of the work done on each. The description is followed by a detailed account of the work done on each project.

5. The fifth part of the report is a description of the work done on the various projects. It includes a list of the projects and a brief description of the work done on each. The description is followed by a detailed account of the work done on each project.

6. The sixth part of the report is a description of the work done on the various projects. It includes a list of the projects and a brief description of the work done on each. The description is followed by a detailed account of the work done on each project.

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THE WORK DONE DURING THE YEAR

7. The seventh part of the report is a description of the work done on the various projects. It includes a list of the projects and a brief description of the work done on each. The description is followed by a detailed account of the work done on each project.

8. The eighth part of the report is a description of the work done on the various projects. It includes a list of the projects and a brief description of the work done on each. The description is followed by a detailed account of the work done on each project.

9. The ninth part of the report is a description of the work done on the various projects. It includes a list of the projects and a brief description of the work done on each. The description is followed by a detailed account of the work done on each project.

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11/4/38

## McNINCH SAYS FCC CAN'T STOP SWINGING OF CLASSICS

Chairman Frank R. McNinch this week advised Alfred L. Dennis, President of the Bach Society of New Jersey, that the Federal Communications Commission is powerless to stop orchestras on the air from "swinging" Bach or any other of the classics.

He advised the complainant, who cited instances of jazz orchestras "swinging" Bach, that his only recourse is to protest directly to the radio station.

"The Commission is appreciative of the views expressed in your letter of October 24, relative to the rendition of classical and traditional music in a syncopated style, frequently heard on the radio", Chairman McNinch wrote.

"The statute under which the Commission functions expressly denies to this regulatory body the power of censorship over the transmissions of any station, in view of which no rule or regulation has been promulgated determining what should or should not be broadcast. The responsibility of accepting or rejecting program material rests with the respective station licensees, who are charged with the duty of using a high degree of discrimination in the selection of material broadcast in the public interest. Evidence of the transmission of material contrary to the public interest or in violation of the law is given full consideration by the Commission in connection with the renewal of the station license.

"If you have not already done so, you may want to write direct to the station or stations which carried the program to which your letter refers, as it is our understanding that comments upon radio presentations are welcomed and are carefully considered."

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Radio reception in the Arctic is often lauded for its clarity, but, according to Dr. R. G. Ellis, of the Faculty of Dentistry, University of Toronto, who has just spent a year in the North attending to the teeth of the Eskimos, it is not consistently good.

"The isolation of the Arctic", he says, "is accentuated for the visitor from outside by the absence of good radio reception during the Summer months. It was very difficult to get Canadian programs, and, on fine, clear nights the radio provided no entertainment whatever."

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1. The first part of the report deals with the general situation of the country and the progress of the work during the year.

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7. The seventh part of the report deals with the results of the work during the year and the progress of the work during the year.

8. The eighth part of the report deals with the results of the work during the year and the progress of the work during the year.

9. The ninth part of the report deals with the results of the work during the year and the progress of the work during the year.

11/4/38

## TWO S-W STATIONS GIVEN EXTRA FREQUENCIES

Two international short-wave stations in this country were granted extra channels this week by the Federal Communications Commission on a temporary basis pending ratification of the Cairo radio regulations and one of the stations was given a big power boost.

Station W8XAL, of Cincinnati, operated by the Crosley Radio Corporation, was given a power increase from 10 to 50 KW. and modification of license authorizing use of the following frequencies: 21650 and 17760 kc. additional to 6060, 9590, 11870 and 15270 kcs.

Station W2XE, New York, operated by the Columbia Broadcasting System, was granted 6170, 9650, 17830 and 21570 kc. additional to 6120, 11830 and 15270 kc. Deleted from the CBS station were 9590, 17760 and 21520.

Commissioner Paul Walker voted against the granting of 17760 kc. to W8XAL because it did not carry the legal clause making the grant on certain conditions.

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## RADIO "OUTLAW" CONVICTED IN BOSTON

A series of cases involving violation of the Communications Act of 1934, as amended, are now under investigation by the Federal Communications Commission or pending in the Federal courts throughout the United States, it was announced this week. The latest of such cases to be completed is the case of Harry W. Smith.

Harry W. Smith entered a plea of guilty on October 18, 1938, in the United States District Court, Boston, Massachusetts, to an indictment on two counts charging unlawful radio operation in violation of Sections 301 and 318 of the Communications Act of 1934, as amended.

On the first count the defendant was fined \$50.00. On the second count the Court sentenced defendant to be imprisoned for six months but suspended such sentence and placed the defendant on probation for a period of one year.

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THE UNIVERSITY OF CHICAGO

THE UNIVERSITY OF CHICAGO  
CHICAGO, ILLINOIS  
JANUARY 1950

TO THE PRESIDENT OF THE UNIVERSITY OF CHICAGO  
FROM THE FACULTY OF THE UNIVERSITY OF CHICAGO  
RESOLUTION OF THE FACULTY OF THE UNIVERSITY OF CHICAGO  
PASSED JANUARY 19, 1950

WHEREAS the Faculty of the University of Chicago  
has the honor to acknowledge the receipt of a  
letter from the President of the University of Chicago  
dated January 10, 1950, in which the President  
has requested the Faculty to take action on the  
proposal of the President of the University of Chicago  
to appoint a new member to the Faculty of the University of Chicago

AND WHEREAS the Faculty of the University of Chicago  
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proposal of the President of the University of Chicago  
to appoint a new member to the Faculty of the University of Chicago

11/4/38

## JAPAN PREPARES FOR TELEVISION DEBUT

The Japan Broadcasting Association expects to begin public television broadcasts early next Spring, following removal of JOAK to its new "Radio City" quarters, nearing completion at Uchiseiwaicho, Kojimachi Ward, reports the "Yomiuri", a Tokyo newspaper. A television studio is being provided on the third floor of the new building, and it is expected that antenna for television broadcasts will be erected atop Atago Hill, Shiba Ward, where JOAK already has a transmission plant and aerial for sound broadcasting.

The television antenna, however, requires towers 300 to 360 feet high, because visual broadcasting uses such a high-frequency wave length that will not bend readily over physical obstructions as ordinary broadcast waves do. The ground is being tested now at Atago Hill to see if it will bear the weight of the high towers, but the "Yomiuri" says there is no certainty that the Atago site will be used. A site for antenna towers also has been acquired next to the Japan Broadcasting Association's television research laboratory in Setagaya Ward, says the newspaper, and a large television studio is nearing completion there.

Preparations for preliminary experimental broadcasts are said to be progressing rapidly. A committee of experts recently approved use of the iconoscope, employing a cathode tube, instead of the outmoded mechanical scanning disc, and settled upon a standard of 441 scanning lines per unit, the same as in United States experiments with television.

Actual research is being carried on by a staff of men under Mr. Kenjiro Takayanagi, former professor at Hamamatsu Higher Technical School, Shizuoka Prefecture. The first television broadcasts will employ only one kilowatt of power, although the researchers had hoped to use 20 kilowatts. It is further planned to relay television broadcasts to other parts of the country in the future by means of the co-axial cable especially designed by an American telephone company for television transmission.

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Gano Dunn and Henry C. Bonfig were elected this week Directors of the RCA Manufacturing Company to fill vacancies resulting from the deaths of James R. Sheffield and J. C. Warner. Mr. Dunn is President of the J. G. White Engineering Corporation and Mr. Bonfig is Commercial Vice-President of the RCA Manufacturing Company.

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11/4/38

## FASCIST CHARGE AGAINST WHOM IS UNDER INQUIRY

A complaint that Station WHOM, Jersey City, home of Mayor Frank Hague, had broadcast an "Un-American, anti-Semitic" address of a Fascist nature, is under investigation by the Federal Communications Commission, it was disclosed this week.

The FCC voted to grant the station only a 90-day temporary license instead of the customary six months' permit pending the outcome of the inquiry.

Some of the excerpts of the broadcast quoted by the FCC in a release follow:

"We (Fascist Italy) do not stop progress which doesn't recognize individuals in their interests, which doesn't pre-occupy itself with groups, parties, sects, but goes right ahead overturning ideals and everything that stops in front of it in order to triumph \* \* The problem of race which is confronting Italy constitutes an efficacious reagent not only against the Jews but against all those even though they be Italian who have not yet assimilated Fascist philosophy and thought." "The efficacious reagent came because the Jews and their friends wanted it." "Those who are not with us are against us has been the revolutionary motto of Fascists and this motto has not yet been put back in the attic \* \* Why have the Jews of the world declared themselves pro-Spanish Communists and against Fascism?" "Jewish anti-Fascism in these last years overstepped its bounds and Italy has run to the rescue - to a just and duty-bound rescue."

Two Commissioners voted to grant the renewal of the license but to continue the investigation. They gave as reasons that the Commission did not have sufficient facts before it at this time to set the renewal of license for a hearing, but were desirous of proceeding with an immediate investigation of the facts and circumstances surrounding the alleged broadcast.

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The Federal Communications Commission this week directed that the effective date of amended Rule 443 be extended from November 1, 1938, to April 1, 1939, insofar as it affects radio stations and operators in the Territory of Alaska, and that the present Rule 443 remain in force in that Territory until April 1, 1939.

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THE UNITED STATES OF AMERICA

IN SENATE

January 1, 1901

REPORT

OF THE

COMMISSIONER OF THE GENERAL LAND OFFICE

IN RESPONSE TO A RESOLUTION PASSED BY THE SENATE

APRIL 1, 1901

WASHINGTON

11/4/38

## SHEPARD HEARING DELAYED ON EVE OF ELECTIONS

A hearing scheduled for November 4 (today) on complaints against two Boston stations of the Yankee Network - WNAC and WAAB - were abruptly delayed until after January 1st this week by the Federal Communications Commission. Commissioner T.A.M. Craven voted "no" after failing to persuade his colleagues to act at once.

While there were many rumors of pressure being brought from high Administration sources, it was significant that the action was taken just prior to the national elections.

John Shepard, III, who owns the Yankee Network, is alleged to have broadcast editorial attacks on certain political groups in Boston without giving the opposition an opportunity to reply in accordance with provisions of the Communications Act.

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## CBS NET PROFIT \$1.53 A SHARE

The Columbia Broadcasting System, Inc., and subsidiary companies this week reported net profit for the nine months ended on Oct. 1 of \$2,606,158, equal to \$1.53 a share, compared with \$3,053,417, or \$1.79 a share in the 1937 period. These figures were determined after expenses, interest, depreciation and Federal income taxes had been deducted and were calculated upon 1,707,950 shares of \$2.50 par value stock outstanding or to be outstanding upon completion of exchange of the old \$5 par value stock.

The consolidated income statement of the System showed gross income for the period from the sale of facilities, talent and wires of \$23,958,344, against \$24,926,421. Time discount and agency commissions amounted to \$6,875,428, against \$7,526,543; operating expenses to \$9,318,012, against \$9,538,911, and selling, general and administrative expenses to \$4,188,570, against \$3,834,191. After these deductions net income for the period before interest, depreciation, Federal income taxes and before miscellaneous income was \$3,576,333, against \$4,026,775.

The Columbia Broadcasting System reported October billings at \$2,389,895, a loss of 4.6 per cent from a year ago, but a gain of 49.2 percent over September. The ten months' total was down to 3.9 percent.

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SECRET



## WHO WILL PAY FOR TELEVISION? ENGINEER ASKS

The quality of television pictures achieved in the past few years has been good enough to interest an increasingly large proportion of the population, but there are still two major questions to be answered, I. J. Kaar, design engineer of the General Electric Company's Radio Division, pointed out in a paper delivered this week in Detroit, before the Fall convention of the Society of Motion Picture Engineers. The first of these - fixing satisfactory television standards - has practically been settled now, he added. The second is a method of paying for the programs.

"Television differs from sound broadcasting very markedly in the importance of standards", said Mr. Kaar. "In the latter the technical quality of transmitted programs can be improved year by year, and while this happens a receiver once purchased is always usable, even though it may become outmoded. The situation in television is quite different. Because of the use of scanning and the necessity of synchronization between receiver and transmitter, if transmission standards are changed, receivers designed for the old standards become useless. Because of this fact no responsible manufacturer would sell receivers to the public until standards were fixed by the industry and sponsored by the Federal Communications Commission.

"It required considerable technical perfection to justify our high standards, but this has now been attained and the essential standards agreed upon. It may be said with some assurance that the last technical obstacle in the path of commercial television, at least so far as the excellence of the picture under proper conditions is concerned, has been removed."

The question of who shall pay for television programs has not been answered, Mr. Kaar said, pointing out that the present broadcasting system, with its commercial sponsors who pay the bill, requires the existence of tens of millions of receivers, with listeners who may be induced to buy the advertised products.

"Such an audience does not exist in television", he said, "and cannot be expected for several years. Of course, no such audience existed in the early days of sound broadcasting, either, and the receiver manufacturers, along with a few others, operated the stations. In those days, however, the thought of something coming through the air, receivable at no cost, was an entirely new one. People were quite satisfied with the new toy as such and program excellence was a secondary consideration. This meant that the cost of broadcasting, as compared to the present, was low. Now the public has been educated to expect a high degree of excellence in program material. In other words, when television is born, it must be born full-fledged as far as program material is concerned. This means great expense, which undoubtedly will have to be borne by the pioneers."



THE HISTORY OF THE UNITED STATES

The history of the United States is a story of the growth of a nation from a collection of small colonies to a great power. It is a story of the struggles of the people to establish a government that would protect their rights and promote their welfare. The story begins with the first settlers who came to the New World in search of a better life. They found a land of opportunity, but they also found a land of hardship. They had to fight for their survival against the elements and the native Americans. They had to build a new society from scratch. They had to create a government that would be able to protect their rights and promote their welfare. The story of the United States is a story of the triumph of the human spirit over adversity.

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Answering the questions as to how good television will be and how much it will cost means discussing how large and bright the picture will be and how much it will show, said Mr. Kaar.

"The standard high quality television system which will possibly be commercialized shortly will have a 12-inch tube with a picture  $7\frac{1}{2}$  by 10 inches. Three, five, seven, and nine-inch tubes will probably also be standard commercial sizes. Compared with the size of a motion picture or even a home movie, these dimensions seem small. However, considering the fact that an audience viewing a television picture will ordinarily not be more than four feet from the screen - and in the case of the small tubes, even one foot from the screen - these sizes do have considerable entertainment value. Nevertheless it is reasonable to expect larger pictures in the best systems of the future.

"The matter of increasing the size of a cathode ray picture presents serious obstacles", Mr. Kaar declared. "As tubes become larger they also become longer, and their overall size becomes such that it is difficult to find suitable cabinets for them which at the same time lend themselves to attractive styling. When the 12-inch tube is used it is invariably mounted vertically in a cabinet, and the picture is seen as a mirror image by the observer. Since a mirror causes loss of light, and possible double images and distortion, it is an undesirable adjunct at best. As a further difficulty, as cathode ray tubes are increased in size, they require more driving power, which is expensive, and higher anode voltages, which cost more and offer shock hazards."

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#### RADIO SIGNALS SWITCH FREIGHT TRAINS IN SWEDEN

Freight trains are now being switched by radio signals in one of the railway yards of Sweden, according to a report to the Department of Commerce by the office of the American Commercial Attache at Stockholm. Although the equipment is designed primarily for electric engines, it is reported to be adoptable for steam locomotives, the report stated.

A signal arrangement installed in the switching locomotive is operated by radio signals from the switching foreman at his post. The transmitter is also supplied with a telephone, through which the switching foreman can give oral orders or information, the Commercial Attache reported.

The transmitter, which is mounted in a signal shed, is made to transmit wave lengths between 1,000 and 2,000 meters, and consists of a directing generator, a capacity amplifier, and a modulator. The modulator is equipped with a number of varying tone frequencies, one for each separate switching signal.





The trolley wire for the electrical operation of the trains serves as an antenna, the transmitter being connected with the trolley wire by a series of condensers and high tension fuses.

A receiver mounted in the engine has a frame antenna and a signal board for the loudspeaker. The receiver is furnished with a number of selectivity relays.

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#### EVEN BRITISH ANNOUNCERS' TONGUES SLIP

American radio announcers are not the only ones whose tongues slip now and then over the air. The British, who take pride in their precise enunciations, also have a lapse occasionally to the amusement of the empire listeners.

Prefacing a few samples of these slips, World Radio, organ of the British Broadcasting Corporation, remarks that though the "consistently high standard of the work of the BBC staff announcers tends now to be taken for granted", the announcers do make mistakes which have "all the attractiveness of the unexpected as well as considerable rarity value".

Some of the choice samples follow:

A famous work by Offenbach was referred to as "Orpheus in the Underground."

\* \* \* \* \*

"You have just heard the Bathroom Orchestra from Pump", said an announcer at the conclusion of a concert.

\* \* \* \* \*

Another announcer referred to "His Holiness the Pipe"; another to "The Society for the Propagation of the Gospel".

\* \* \* \* \*

Describing a volcanic eruption, an announcer once said: "A large area of lager is rapidly overcoming the village."

\* \* \* \* \*

Another announcer explained that he would not be able to play the last record in a gramophone recital, because he had just sat on it.

\* \* \* \* \*

At the conclusion of a recital of gramophone records, an announcer confessed: "Excuse me, I have got so wrapped up in this that I have gone on seven minutes over my time."

\* \* \* \* \*

An Empire announcer, when closing a transmission in the small hours of the morning, apologized for not having made the usual announcement preparatory to opening the session. This, he said, was the result of "partaking of excessive sleep".

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THE SECRETARY OF THE  
TREASURY  
WASHINGTON, D. C.

TO THE HONORABLE  
MEMBERS OF THE HOUSE OF REPRESENTATIVES  
WASHINGTON, D. C.

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## BULLOCK EXPLAINS G-E EDUCATIONAL SERIES

B. W. Bullock, Assistant Manager of General Electric broadcasting, termed the new educational series launched over the Company's two short-wave stations W2XAD and W2XAF in Schenectady this week as an attempt to weld all people into a world citizenship founded on international friendship and understanding.

The initial program, first in a series to be presented four times weekly to radio listeners throughout the world and which will be directed at South America and Europe by the use of directive antennas, was also participated in by R. C. Muir, Vice-President of the General Electric Company and Chairman of its Educational Committee; W. Howard Pillsbury, Superintendent of Schenectady schools; and John Sheehan, Program Manager of Short-Wave Broadcasting.

"One of the functions of short-wave broadcasting", according to Mr. Bullock, "in addition to furnishing entertainment to listeners in other lands, is to broadcast programs that will bring the many peoples of the world closer together.

"As citizens of the world, we are all interested in learning what we can about those of us who, by chance or by preference, live in countries other than our own. So it is that we here in Schenectady have come to feel that one of the important activities we have is that of building programs which tell listeners in other countries what goes on in this part of the world, how we live and what sort of people we are", Mr. Bullock said.

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## PRESS WARNED NOT TO "CODDLE" RADIO

The existence and usefulness of radio can be recognized without coddling it with a lot of free advertising, Harry Hughes of Lorain Journal declared in a talk last month before the Ohio Circulation Managers' Association's Fall convention in Columbus, O.

"Personally, I think the figures of newspaper circulation prove that newspapers still hold public confidence", Mr. Hughes said. "There's no reason why we should even dislike radio or seek to injure it, but we should recognize that it has grown up to be a competitor and no longer needs to be spoon fed with newspaper publicity in order to survive."

He urged the treatment of radio as the theatre is treated - as a potential customer, not as a parasite.

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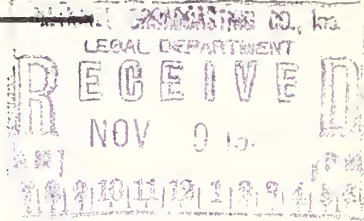


# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL** — Not for Publication



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No. 1173

THE UNIVERSITY OF CHICAGO

DEPARTMENT OF CHEMISTRY

RESEARCH REPORT NO. 10

BY J. H. HARRIS

AND

W. R. HARRIS

CHICAGO, ILLINOIS

1954

1954

November 8, 1938

## VACILLATING POLICY OF FCC HIT BY CRAVEN IN WTIC CASE

Commissioner T.A.M. Craven last week-end lashed out at the vacillating policies of the Federal Communications Commission after it had established a new precedent by applying a common carrier label to broadcasting stations, thus putting into effect one of the theories of Chairman Frank R. McNinch.

The action in question was the denial of an application of a subsidiary of the Travelers Insurance Co., of Hartford, Conn., for authority to transfer the pioneer station WTIC and four short-wave outlets to another subsidiary. The majority opinion was based chiefly on court decisions dealing with common carriers and the fact that the new subsidiary proposed to absorb a debt of \$1,500,000, which represented part of the cost of radio pioneering incurred by Travelers in developing WTIC.

Three other Commissioners - Sykes, Walker and Payne - supported Chairman McNinch, while Commissioner Thad Brown voted with Commander Craven.

Pointing out that the Commission in the past had repeatedly approved station transfers in which profits above the cost of the actual radio plant were allowed, Commissioner Craven said:

"It is regrettable that the Commission has not yet found it possible to adopt a policy of which it can uniformly apply and to which parties may look for guidance for entering upon such transactions. Businesses under private ownership necessarily change hands from time to time, either directly or through transfer of stock in corporations. In this respect broadcasting is like any other business. I do not think I am over-stating the matter when I say that the basis on which a business, or an interest therein, may be disposed of is of tremendous importance to the investor, and the Commission's policy on this subject will have a lot to do with attracting or driving away capital and the pioneering spirit in the various fields of radio communication. Whatever policy is adopted with respect to broadcast licenses should likewise be applied to licenses for public correspondence by radio because if it is wrong in one case to pay more than the value of the tangible property, then it is wrong in the other."

Commissioner Craven called attention to the pioneer work of WTIC, stating that it had "not only contributed to scientific development of radio but also has rendered a meritorious public service to the citizens of Connecticut by maintaining a high standard of program quality through the development and employment of local talent".



1. The first part of the report deals with the general situation of the country and the progress of the work during the year.

2. The second part of the report deals with the results of the work during the year and the progress of the work during the year.

3. The third part of the report deals with the results of the work during the year and the progress of the work during the year.

4. The fourth part of the report deals with the results of the work during the year and the progress of the work during the year.

5. The fifth part of the report deals with the results of the work during the year and the progress of the work during the year.

He also pointed out that the corporation's accumulated losses actually amounted to \$2,000,000 but that it proposed to pass along only \$1,500,000.

"With reference to the right to recover losses", he said, "I know of no law or philosophy of regulation in which it is a good public policy to deprive a pioneer of the opportunity to regain the moneys expended for development, when such development has resulted in benefit to the public.

"As to pioneering expenses, the United States has prospered as a result of the encouragement of pioneering, particularly in the fields of science such as are involved in communications. For this Commission to adopt a policy for broadcasting which does not recognize that those who pioneer are entitled to the fruits of their pioneering, will so discourage honest business enterprise that there will result a deterioration of broadcasting service to the public.

"I am aware that there has been developed a doctrine of public utility regulation which does not recognize the right of public utilities to recover pioneering losses. This doctrine has been sustained by the courts in cases involving public utilities having the characteristics of common carriers. However, the Communications Act of 1934 specifies in effect that broadcasting is not a common carrier service. While it is true that the courts have recognized broadcasting stations as being public utilities, I know of no instance in which the courts have inferred that broadcasting stations may be classified as public utilities in the same sense as are railroads, power and light companies or gas companies. Therefore court decisions involving public utilities having the characteristics of common carriers are not necessarily applicable to broadcasting stations, even though the courts have inferred that the latter may be classified as public utilities. A broadcasting station is not necessarily a natural monopoly as are gas companies, power and light companies or city traction companies. Broadcasting stations should be operated in competition, not only locally but also on a regional or national basis. Furthermore, broadcasting stations do not cater directly to the general public as do common carriers. The listening public pays no money to the broadcasting stations which transmit to them radio programs of news, culture and entertainment, and broadcasting station licensees not only are not compelled to sell service to any purchaser, but are required to use discerning judgment in rendering a well-balanced program service to the public.

"Furthermore, in my opinion Congress, when specifying in 1934 that broadcasting was not a common carrier service, recognized that broadcasting was in the stages of early development, not only from a scientific standpoint but also from an allocation and service standpoint. At that time Congress further prohibited a long-term license. In my opinion Congress, in 1934, recognized that further development and pioneering was necessary in broadcasting. While four years have elapsed since this action



by Congress, it is my opinion that the time has not yet arrived where the development of broadcasting justifies the application of common carrier doctrines of rate regulation, either by inference or by direct action. Furthermore, such a policy appears to be illogical because the situation in broadcasting differs so greatly from the situation of common carriers that the same principles of regulation could not be applied with a logical expectancy of successful operation of the broadcasting service.

"A possible further reason for not imposing the doctrines of common carrier regulation upon broadcasting is that Congress clearly intended that while it desired to exercise a control of the application of broadcasting to the service of the public during the early development stages of this new art, it did not desire the administrative branches of the Government to so exercise control as to endanger freedom of speech and the use of radio as a media for public expression of various schools of thought on a fair and equitable basis. Therefore the Commission should proceed with caution in exercising its powers under the guise of public utility doctrines of regulation."

The majority opinion pointed out that in such transfers the Commission must in each instance determine "primarily whether or not a grant thereof would serve public interest, but it is not bound by strict principles of accounting such as would be applicable in rate-making proceedings governing common carriers".

The opinion then cited a number of court opinions, dealing entirely with public utilities, and commented that it is well settled that past losses in operation may not be capitalized in the valuation of property for rate-making purposes. The Commission then called attention to the provision in the Act which holds that radio broadcast media are not common carriers, but adds that the principle expressed in the decisions "is one which the Commission recognizes to be in accordance with sound public policy".

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## TWO NEW STATIONS AUTHORIZED BY FCC

New broadcasting stations for Idaho and Texas were authorized last week by the Federal Communications Commission. Construction permits were granted to:

Chester Howarth and Clarence Berger, of Wallace, to use 1420 kc. with 100-250 watts power, unlimited time; Amarillo Broadcasting Co., Amarillo, Texas, to use 1500 kc. with 100 watts power, unlimited time.

In denying a construction permit to the Pacific Radio Corporation of Grants Pass, Ore., the FCC said:

"It is not in accordance with good engineering practice and it is poor allocation to assign a regional frequency to a station to serve a city with a population of but 5,000 with a sparsely settled rural district contiguous thereto."

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11/8/38

## ARNOLD DEMANDS HEARING; FCC HIT BY REFORM GROUP

As Chairman Frank R. McNinch again took time out in his "purge" of FCC personnel, due to the exposure of his demand for the resignation of Davis G. Arnold, Chief Examiner, the latter seized the opportunity to demand a complete hearing before the full Commission.

Almost simultaneously the National Civil Service Reform League cited "public distrust" of the FCC and other Federal agencies in support of its plea for an extension of the merit system to all U.S. and State employees.

Mr. Arnold, a Civil Service employee of 17 years, in a memorandum to the Commission said:

"On November 2, the Chairman advised me that it was his desire as well as the desire of the Commission that my services be terminated as soon as possible. I respectfully request that before the Commission acts upon this matter I be given an opportunity to appear before the Commission."

Commenting editorially on the latest "purge" move, the Washington Post said:

"Reports that Chairman Frank R. McNinch of the Federal Communications Commission has demanded the resignation of Davis G. Arnold, Chief Examiner, raises two vital issues. The first concerns the dismissal of Civil Service Employees of long standing without a hearing of specific charges against them. And the second concerns the sloppy methods of selecting personnel which seems to underlie much of the FCC's difficulty.

"Mr. Arnols is a Civil Service Employee of 17 years' standing. If he can be suddenly ousted from his post in the FCC, without a hearing, the protection which the merit system is supposed to afford will mean very little. Presumably Mr. McNinch has positive reasons for wishing to replace a number of FCC employees. Perhaps these changes would enhance the efficiency of the Commission. On the other hand, arbitrary dismissal of Civil Service employees would certainly have a demoralizing effect upon the entire personnel of the Federal Government."

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The Vancouver Radio Corp., Vancouver, Wash., last week was granted a construction permit to build a broadcasting station for operation on 880 kc., with 250 watts power, daytime only.

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11/8/38

## MILWAUKEE JOURNAL ASKS TELEVISION PERMIT

The Journal Company, which publishes the Milwaukee Journal and operates Station WTMJ, Saturday filed with the Federal Communications Commission the first application for a license to operate a television station for the purpose of transmitting a regular schedule of programs since the announcement of the Radio Manufacturers' Association that television receivers will be put on the market next Spring.

With the filing of this application, Harry J. Grant, Chairman of the Board of the Journal, made the following statement:

"This step is in line with the long established policy of the Journal Company to at all times give to the people of Wisconsin the benefits of the latest developments in newspaper and radio services as soon as they become available.

"Just as the Journal was one of the first newspapers in Wisconsin to give its readers rotogravure, color gravure and wire photo, likewise WTMJ leads the radio stations of the United States with crystal control and high fidelity. We take pride in being the first individual operator to introduce this new service."

"It is planned to thoroughly study television and its synchronized sound, program technique by telecasting program of every conceivable type and kind through the use of studio talent, film and remote control from the scene of action, and to determine the degree of service which television has to offer to the public.

"We shall distribute, at our expense, at least fifty television sets of various types in homes and public places where the programs may be viewed.

"Program plans will be aimed at developing a schedule agreeable to the people in the greater Milwaukee area with a full realization that the problem of talent is greater in Milwaukee than in such centers as New York, Chicago and Hollywood, and while the proposed station will use film and live talent and remote control direct from the scene of action, particular emphasis will be placed upon the use of Milwaukee and Wisconsin news in pictures by developing the station's own newsreel."

Plans of the Journal Company call for two 1000 watt ultra high frequency transmitters, one for the picture signal and one for the accompanying sound, cameras for both films and studio, and a complete system of amplifiers and control panels permitting an instant switching from one to the other without breaks in the program.

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*Journal of Management Education*

1. The first of these is the fact that the  
theology of the early church was not a  
theology of the world, but a theology of  
the world to come. It was a theology of  
the future, not of the present.

1. The Board of Directors of the Corporation shall have the right to elect and remove the members of the Board of Directors of the Corporation.

It would be hard to say a "political" idea is  
"good" or "bad," but a good idea is one that  
improves the lives of people.

[illegible]

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## McNINCH CONFERS ON "MARS" AS NATION RELAXES

Chairman Frank R. McNinch of the Federal Communications Commission this week held a colemn conference with heads of the three major radio networks on the significance of the CBS broadcast of "The War of Worlds" while the nation relaxed from its fright of ten days ago and began to laugh at itself.

Chairman McNinch personally invited the network officials to Washington to discuss the use of the terms "flash" and "bulletin" in fictional dramas on the air. He pointedly failed to ask his colleagues to sit in on the conference.

Several hours after the conference, he issued a mimeographed release through his own office, ignoring the FCC Press Division, stating in two full pages that the matter had been discussed amicably but that no drastic changes were planned. Mr. McNinch pointed out that the parley was strictly informal and that he was making no effort to exert any form of censorship on radio programs.

Meanwhile, newspaper columnists and cartoonists and even the movies began to kid the public for its outburst following the imaginary Martian invasion via the Mercury Theater, and Orson Welles began to cash in on the publicity he received. He got a sponsor.

Only Editor & Publisher persisted in viewing the CBS broadcast with alarm, contending that it showed up the weakness of radio as a communications medium and the danger of dramatizing news events.

"Broadcasting learned an important lesson last Sunday evening", it said in an editorial. "It learned that news is dynamic, explosive, immediate. The near panic that swept the East as the result of the Columbia-Wells-Welles fantasy on a quiet Sunday evening will not be repeated. News is out as an element of dramatic broadcasts.

"Mr. Orson Welles put his finger on the weakness of radio as a communications medium, a weakness that Editor & Publisher and other newspapers have often mentioned. That is the fragmentary nature of radio intelligence and the fragmentary attention it gets from the audience. To get news intelligibly from the air waves, the listener has to be tuned to the right spot from beginning to end and he has to give to the receiver a degree of attention that few Americans devote to anything.

"The public radio habits which this incident indicate warn that radio is not a reliable means of communicating important news. The inherent human tendency to misunderstand, to see what isn't visible and to hear what isn't spoken, is intensified by the feverish, almost hysterical tempo of radio's urgent bulletins. The fact that they are bulletined gives them an importance that they often do not possess, an importance that is cooled down to





normal in a city room accustomed to emergencies. By the time the reader gets a newspaper bulletin, it is usually explained and qualified to its proper importance. Radio, so far, has expected its untrained listening audience to do that for itself. One result, we judge from newspaper circulations, has been to increase the public's dependence upon newspapers for reliable information."

Because many newspaper men failed to hear the original broadcast, CBS repeated the performance at the National Press Club on Tuesday night via an electrical recording.

President at the McNinch conference Monday were Lenox R. Lohr, President of the National Broadcasting Company; William S. Paley, President of the Columbia Broadcasting System, and Alfred J. McCosker, Chairman of the Board of the Mutual Broadcasting System.

In his invitation, Mr. McNinch said that he wanted the informal discussion to center around "the use of the terms 'flash' and 'bulletin' in news broadcasts, dramatic programs and in advertising messages" because he felt that there might be developing an indiscriminate use of these words which could result in misleading or confusion to the public.

The three network heads were in agreement that the word "flash" is now rarely used by any network, he said after the conference and Messrs. Lohr and Paley agreed that it should be restricted to items of unusual importance or interest.

Mr. McCosker also agreed, for his Station WOR, that "flash" should be restricted to items of unusual importance or interest and that he would submit this matter to the members of the Mutual Broadcasting System for their consideration. This, he explained, was necessary because of the autonomous character of the Mutual network, and he had no authority to speak for the members of that network.

The three network heads saw no reason to alter the present practice in broadcasting news labelled as "bulletins".

"The network heads agreed that the words 'flash' and 'bulletin' should be used with great discretion in the dramatization of fictional events", Mr. McNinch said, "with a view never to using them where they might cause general alarm. It was believed that this could be accomplished without greatly weakening the value of the dramatic technique as such."

Chairman McNinch said that he would hold similar informal discussions with other representatives of the industry.

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## PRESS WIRELESS DENIED RADIO-TELEPHONE PERMIT

The Federal Communications Commission this week flatly denied an application of Press Wireless, Inc., for authority to conduct a radio-telephone service in addition to radio-telegraph transmission.

Press Wireless sought to modify the license of Station WCA, Hicksville, N. Y., to provide for the rapid transmission of important events of outstanding news value simultaneously with its happening.

Press Wireless, Inc., is a corporation organized under the laws of the State of Delaware for the primary purpose of rendering radio communication service to newspaper owners, publishers, and the press generally. Its stockholders are the Christian Science Monitor, New York Times, The New York Herald Tribune, The Chicago Tribune, The Chicago Daily News, The Los Angeles Times and the San Francisco Chronicle.

It is the licensee of a number of stations in addition to Station WCA, through which it conducts a world-wide radio-telegraph communication system in the service of the press for which purpose some thirty-nine frequencies are assigned to it. Service rendered by it consists of the transmission of point-to-point press traffic and multiple address press traffic on a secondary basis to various points in the United States, Canada, Europe, The West Indies, Africa, Central and South America, The Pacific Islands and the Far East. A reception service is also provided by applicant through which programs transmitted from foreign countries are received principally for rebroadcast purposes within the United States.

"As developed by the evidence", the FCC stated, "the proposal emerges as the initiation of a general expansion into the radiotelephone field. Applicant would employ this medium to render point-to-point press service, through which a subscriber would be enabled to talk directly to his correspondent for the exchange of textual news; multiple address service; the transmission of Addressed Press Program Material for rebroadcasting, publication in newspapers, or other means of public dissemination; and for control purposes in connection with the reception of incoming programs. Points of communication to which, according to the evidence, it is desired to establish the services initially are Paris, Rio de Janeiro, Montevideo, Buenos Aires, Guayaquil, Panama, Havana, San Juan, Honolulu, Manila and Tokyo. A tentative plan for ultimate extension to other foreign points is disclosed in the record. Applicant's definition of Addressed Press Program Material would include speeches, music, sports, and patriotic events, and sponsored programs which may include advertising. Much of that which is included is classified as entertainment material and intended for the use of broadcasting stations.



10/10

Dear Sir,  
I have the honor to acknowledge the receipt of your letter of the 10th inst. in relation to the above matter.  
The same has been forwarded to the proper authorities for their consideration.  
Very respectfully,  
Your obedient servant,  
J. H. [Name]

Enclosed for you are the following documents, which will, I trust, be found of interest.  
I am, Sir, very respectfully,  
Your obedient servant,  
J. H. [Name]

I have the honor to acknowledge the receipt of your letter of the 10th inst. in relation to the above matter.  
The same has been forwarded to the proper authorities for their consideration.  
Very respectfully,  
Your obedient servant,  
J. H. [Name]

I have the honor to acknowledge the receipt of your letter of the 10th inst. in relation to the above matter.  
The same has been forwarded to the proper authorities for their consideration.  
Very respectfully,  
Your obedient servant,  
J. H. [Name]



"Applicant has available four radiotelephone transmitters, one of which is complete and ready for service. Consequently, the cost of inaugurating radio-telephone service on Station WCA would be incidental and applicant is amply financed to engage upon such operation.

"There is available at the present time through the various facilities of the American Telephone and Telegraph Company and connecting land-line facilities point-to-point radio-telephone communication from the United States to all points proposed to be served by the applicant save Guyaquil. This company and RCA Communications, Inc., Inc., both provide high-quality radiotelephone program service, a wide selective range of frequencies, and their services represent the results of considerable research and experience in the field. Several international broadcast stations render a service, without charge, which is similar in many respects to applicant's proposed program service. For example, National Broadcasting Company's Station W3XAL at the present time transmits United States programs suitable for rebroadcasting abroad from 8 A.M. until midnight. While it is recognized that general broadcasts to foreign countries do not have the coverage of those handled locally or regionally, the international broadcasts may be retransmitted abroad in the manner proposed by applicant and in such case the services are comparable save for the degree of program selection possible in applicant's proposed service.

"Applicant expects through the offering of low cost radiotelephone transmission to produce expansion in the marketing of news and broadcasting programs from the United States to the South American countries, in furtherance of American ideals and interests. It alleges that there are being directed to this region from abroad free transmission of news, political broadcasts and similar material and it urges that its proposal is calculated to aid the American users of its service in meeting this situation. Applicant justifies the inclusion of entertainment and other supporting services to its press traffic on the ground of a claimed need of its customers for rounded programs which will be sufficiently attractive to hold the interest of the listening public. The handling of broadcast programs would also permit utilization of its circuits during news lulls. It is also urged that the technical and administrative details involved in the communication of news to and from certain countries are less complex if radiotelephone methods are used. The foregoing factors might be entitled to some weight if it were otherwise satisfactorily established that the granting of A-3 emission as here applied for would provide a solution for the problems presented. However, the inference which may be drawn from this record is that such need as may be found to exist can only be met by a complete, high-quality and comprehensive service and the showing made is insufficient in this regard."

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11/8/38

::: TRADE NOTES :::

A Washington, D.C., concern selling a correspondence course of instruction in servicing radios has entered into stipulations with the Federal Trade Commission to discontinue certain misleading representations concerning their courses. It is the Sprayberry Academy of Radio, 2548 Universith Place, N.W., Among other things it will discontinue representing that the diploma issued to students covers all matters relating to technical radio theory or practice.

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The proposed institutional radio program for retail stores throughout the country which was to feature the New York Philharmonic Symphony Orchestra and which is being promoted by the Columbia Broadcasting System appeared doomed to failure last week since that night was set (Thursday night) as a deadline on the program, according to Editor & Publisher. Late reports were that CBS had struck several snags in promoting the program to local retail stores throughout the nation at a cost to be in the neighborhood of \$1,000,000.

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The NBC Transcription Service has undertaken waxing of thirteen 15-minute programs for the use of banks throughout the country, the result of a contract signed with the American Bankers' Association. Banks buying the programs will get the transcriptions from the Association at cost and pay for their own station time. The Association also will attempt to interest the banks through the 600 clearing house associations in the United States.

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E. H. Vogel, Manager of the Radio Division of the General Electric Co., sailed for Europe on November 1st for the purpose of studying television facilities, developments, and experience abroad, particularly in England, France and Germany. He expects to be gone six weeks, and in the interval will not only investigate transmitting and receiving equipment but will discuss commercial television experience and plans with various European agencies and G-E affiliated companies.

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Edward R. Murrow, European Director of the Columbia Broadcasting System, will be the guest of the National Press Club at luncheon, Thursday, November 10, at 12:30 o'clock. As Columbia's key-figure in Europe, it was his task to direct the CBS network's coverage of the recent crisis in that continent.

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The British United Press, working in cooperation with United Press, opened a new leased wire circuit in Canada Nov. 1. Offices were opened in Winnipeg to handle the new service, while an agreement has been reached with the Provincial Telephone System of the Provinces of Manitoba, Saskatchewan and Alberta to provide teletype service of news to radio stations in that area. Nine stations already have been signed.

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John J. Karol, CBS Director of Market Research, will leave New York headquarters Thursday, November 10, for a speaking trip to Ohio. Friday, November 11, he will address the Columbus Advertising Club and early the following week he will speak before the Cincinnati Marketing Association. His general topic on both occasions will be research in radio advertising.

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"The cut in radio space among the major United States newspapers totals 542 columns, averaging 20 inches to the column per week," according to a survey completed last week by Variety magazine. The average daily ABC circulation of these newspapers aggregates 16,945,950, according to the study. Cities that suffered most severely in the radio publicity cut by newspapers are Washington, Detroit, Chicago, San Francisco, Los Angeles and Seattle.

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An experimental television broadcast of an automobile show has been arranged by the National Broadcasting Company for Thursday, November 10, in cooperation with leading automobile manufacturers. Executives of seven manufacturing firms will see and hear a demonstration of their cars through the RCA television system at the NBC headquarters in the FCA Building.

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The responsibility of a radio station or broadcasting system for remarks during broadcasts was placed in the same category as that of newspapers for the material they publish, in a \$15,000 verdict returned recently in Pittsburgh, Pa., against the National Broadcasting Co. The verdict was given to the Summit Hotel, of Uniontown, Pa., for an imprompty remark allegedly made by Al Jolson in a broadcast from Radio City three years ago. The hotel had asked \$100,000 damages, claiming that its business was damaged seriously by the remark.

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Over-riding the report of its Examiner, the Federal Communications Commission this week approved the sale of Station WCLS, Joliet, Ill., from R. W. Hoffman to L. W. Wood and Walter Ashe for \$30,000. The decision, somewhat at variance with the ruling on the Travelers Insurance Co. case, was favorable despite the fact that evidence introduced showed the replacement value of the station to be \$12,606.21 and the station's balance sheet indicated a net worth of \$13,809.53.

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1. The first part of the report is a general introduction to the subject of the study. It discusses the importance of the problem and the objectives of the research.

2. The second part of the report is a detailed description of the methods used in the study. It includes a discussion of the experimental design, the data collection procedures, and the statistical analysis.

3. The third part of the report is a presentation of the results of the study. It includes a discussion of the findings, a comparison of the results with previous research, and a conclusion about the significance of the study.

4. The fourth part of the report is a discussion of the implications of the study. It includes a discussion of the practical applications of the findings, a discussion of the limitations of the study, and a discussion of the need for further research.

5. The fifth part of the report is a summary of the study. It includes a brief overview of the main findings and a final statement about the importance of the research.

6. The sixth part of the report is a list of references. It includes a list of all the sources used in the study, including books, articles, and other documents.

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL—Not for Publication**

LEGAL DEPARTMENT

NOV 1 1938

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No. 1174



## PRESIDENT, DISPLEASED, TO RECALL McNINCH

Chairman Frank R. McNinch of the Federal Communications Commission will return shortly to his erstwhile job as head of the Federal Power Commission, it was disclosed this week at the culmination of another McNinch purge of three FCC employees and the abolition of the Examining Division.

Mr. McNinch admitted at a press conference that he planned to return to the Federal Power Commission after Arnold G. Davis, Chief Examiner, had quoted the Chairman to that effect in a statement following his ouster. The transfer, it was said, was "in compliance with the President's desire". While Chairman McNinch recalled that he had been lent to the FCC only long enough to effect a "house cleaning", it was learned on high authority that the President has been distinctly displeased with the manner in which he has brought about a reorganization.

Chairman McNinch would not say when he expected to quit the FCC but there were indications that he will retire before Congress convenes. This becomes significant in view of the almost certainty of a Congressional investigation of the Commission.

The latest purge of the FCC Chairman took the scalps of Chief Examiner Davis G. Arnold, G. Franklin Wisner, Press Relations Chief, and Melvin H. Dalberg, an Examiner.

The ouster of Messrs. Arnold and Wisner, both veteran Civil Service employees, had been anticipated, but Mr. Dalberg's name was new on the purge list. It was learned, however, that he had recently gone to see Marvin McIntyre, Secretary to the President, and complained against Mr. McNinch's methods of effecting a reorganization. The story got back to the Chairman, and Mr. Dalberg was dismissed without warning while his colleagues in the Examining Division, except Mr. Arnold, were transferred to the Legal Division.

More disturbing to the broadcasting industry than the actual purge of three FCC employees was the sudden abolition of the Examining Division and the setting up of an unusual procedure for conducting hearings on applications. Without precedent in the Federal Government, the McNinch plan permits any designated employee to conduct hearings and report to the Commission without recommendation. Mr. McNinch said even the secretary could act in such a capacity.

The Commission, which already is burdened with detailed work, will then have to examine the record, together with briefs that may be filed by counsel for the applicants, and reach a decision.

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Chairman McNinch, in explaining the plan, admitted that the Commission had been accused in the past of yielding to political pressure when it over-ruled recommendations of Examiners.

Mr. Arnold, in his statement, attacked the move to abolish the Examining Division, pointing out that it "puts the judicial work of the Commission directly under the authority and control of the Legal Department, which in many matters represents the opposition, and which is now headed by William J. Dempsey, 32-year old protege of Thomas G. Corcoran. Mr. Dempsey was made Chief Counsel following the purge last month of Hampson Gary.

The reorganization was effected in a brief interval of a regular Commission meeting as minority members protested they had not been given previous notice of the sweeping proposal and asked for time to study it. They also urged in vain that the ousted Civil Service employees be given a hearing as requested by Mr. Arnold.

Voting with the Chairman were Commissioners Eugene O. Sykes, Thed H. Brown and Paul Walker. Commissioner Norman S. Case, who complained loudly against the ouster of Mr. Arnold, voted with the majority on Mr. Wisner's dismissal.

Commissioner T.A.M. Craven, after a futile plea to the Chairman to give the Commissioners time to consider the proposed reorganization, voted against all motions, as did Commissioner George Henry Payne.

The action widened the rift that has been growing steadily within the Commission since Mr. McNinch inaugurated his purge and assured a Congressional airing of the whole affair early next session.

When questioned at a press conference, Chairman McNinch indicated he stood ready to recommend a shake-up in the Commission itself should President Roosevelt ask for his advice. He denied, however, that he might advocate a single administrator in lieu of the seven-man bi-partisan Commission.

"I do think there are distinct advantages in the centralization of authority", he said, "but I believe that the work under the present set-up would be too much for one man."

The diminutive FCC Chairman stated that he had not consulted President Roosevelt on his reorganization plan. He insisted, however, that he had been given free rein by the President when he was appointed more than a year ago. While stating that the reorganization was on the whole completed, he intimated a few more personnel changes may yet follow.

One of the FCC subordinate officials who was marked originally for the purge, T. G. Slowie, the Secretary, apparently has escaped the axe for the time being because of his political influence on Capitol Hill, where he formerly was secretary to Representative Jacobsen (D.), of Iowa.

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11/11/38

## NBC FIRST WITNESS AT CHAIN-MONOPOLY PROBE

The National Broadcasting Company will present the first witnesses in the chain-monopoly investigation by the Federal Communications Commission which will open Monday at 10 A.M. in the departmental auditorium on Constitution Avenue, it was announced this week. The hearing, which is expected to continue for several months, will be conducted by Chairman Frank R. McNinch and Commissioners Thad H. Brown, Eugene O. Sykes, and Paul Walker.

The networks, which will occupy only the first stage of the inquiry will require more than a month to present their testimony. The National Broadcasting Company and the Columbia Broadcasting System will take up two weeks each, it was said, and the Mutual Broadcasting System will need about ten days.

The hearing will be held only four days a week, Chairman McNinch said, so that the Commissioners may have time for other FCC business. After the opening day, the hearings will be held on Tuesdays, Wednesdays, Thursdays and Fridays.

A recess will be taken from November 23rd to November 29th for the Thanksgiving holiday and from December 23 to January 4th for the Christmas holiday.

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## SAWYER AND O'CONNOR LOSE; O'DANIEL WINS ELECTION

Charles Sawyer, Vice President of the Crosley Radio Corporation, which operates Station WLW, Cincinnati, lost the Ohio race for Governor on Tuesday to John W. Bricker, Republican nominee. In Texas, however, W. Lee O'Daniel, radio entertainer and flour manufacturer, won the Governorship with little opposition.

Among the Congressional defeats of interest to broadcasters was that of Representative O'Connor, of New York, who as Chairman of the House Rules Committee last session urged a Congressional investigation of radio. After being defeated in the Democratic primary, he ran as a Republican.

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The Federal Communications Commission has postponed the hearing upon the petitions of the telegraph carriers for an increase in rates for United States Government domestic telegraph communications until November 28th.

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TEXT OF ORDER ON REORGANIZATION OF FCC

Following are the principal provisions of the Federal Communications Commission order abolishing the Examining Division and setting up a new procedure for hearing applicants:

"Whereas, in order to provide for the more efficient discharge of the business of the Commission, particularly with respect to the handling of matters involving hearings, it is necessary to effect certain changes in the Commission's procedure and a reorganization of the Commission's staff:

"Now, therefore, it is ordered:

"1. That the following procedure shall be followed with respect to cases designated by the Commission for hearing, unless otherwise specified in the order designating a particular matter for hearing:

- "(a) In designating a case for hearing the Commission will specify whether the hearing shall be conducted by the Commission, by a Commissioner, or by a Board composed of one or more suitably qualified employees of the Commission.
- "(b) The Commissioner or Board designated as provided above to conduct the hearing shall preside at the hearing and have authority to rule upon the admissibility of evidence and other matters normally and properly arising in the course of the hearing but shall have no power to decide any motion or petition to dismiss the proceeding or other motion which involves final determination of the merits of the proceeding.
- "(c) After the close of the hearing the transcript of the testimony taken at the hearing shall be filed with the Commission by the official reporter as provided in the Commission's rules and the Commissioner or board designated to conduct the hearing shall have authority to entertain motions to correct the record made in accordance with the rules, but shall have no further authority with respect to the proceeding.
- "(d) Within twenty days from the filing of the transcript of record of the hearing each party to the proceeding shall file with the Commission proposed findings of fact and conclusions of law.
- "(e) The Commission will, after considering such proposals of the parties filed as above provided, and the record in the proceeding, file its proposed report or findings of fact and conclusions of law, which shall be public.



1. The first part of the report deals with the general situation of the country and the progress of the work.

2. The second part of the report deals with the results of the work done during the year.

3. The third part of the report deals with the financial position of the organization.

4. The fourth part of the report deals with the future plans of the organization.

5. The fifth part of the report deals with the conclusions of the work.

6. The sixth part of the report deals with the recommendations of the committee.

7. The seventh part of the report deals with the appendixes.

8. The eighth part of the report deals with the references.

9. The ninth part of the report deals with the index.

"(f) Within twenty days from the filing of the Commission's proposed report or findings of fact and conclusions of law, the parties to the proceeding may file exceptions to the same and may request oral argument.

"(g) After considering exceptions filed and oral argument, the Commission shall file its report or findings of fact and conclusions of law and its order.

"2. That the position of Chief Examiner be hereby abolished. To permit Chief Examiner Davis G. Arnold to take his full accumulated and accrued annual leave, this paragraph shall not become effective until the close of business on January 13, 1939, and commencing November 10, 1938, Chief Examiner Arnold shall be on annual leave status.

"3. That the Examining Department and all of the positions of Examiner (including the position of Assistant Chief Examiner) be hereby abolished.

"4. That the following members of the Examining Department be hereby transferred at their present grade and salary to the Law Department:

|                   |                  |
|-------------------|------------------|
| Seward, P. W.     | Irwin, Robert L. |
| Hill, George H.   | Hyde, Rosel H.   |
| Bramhall, John P. | Berry, Tyler. "  |

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#### CRAVEN SEES GRAVE ISSUES IN McNINCH'S SHAKE-UP

Grave danger to the control of the nation's communications and the stability of the Civil Service system were foreseen by Commissioner T.A.M. Craven following the approval by the Federal Communications Commission of the McNinch reorganization plan.

"I regret that the majority of this Commission desired to terminate the services of men who have long and faithfully served this Government, as well as this Commission", he said. "In my opinion the men discharged were efficient and honest.

"Although the public press has been filled with rumors of reorganization of the Commission staff, today was the first official notification of the nature and purpose of the proposed Commission action. I regret that, in view of the ramifications of the action, those individual Commissioners who were taken by surprise were not accorded the courtesy to study the proposals at greater length.

1. The "SECRET" stamp is visible in the top right corner of the page.

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"I am disturbed by some of the factors which appear to be involved in this situation and I feel that our basic difficulties might be the result of the failure of Commissioners acting as a body to properly direct and indoctrinate the subordinate staff of the Commission. I informed my colleagues that I could not agree that the staff should be burdened unfairly with all the blame and that I am ever willing to cooperate with the Commission in an endeavor to discuss all of the available methods for improving the effectiveness and manner of performing work at the Commission.

"With respect to the termination of the services of Mr. Wisner, and the employment of Mr. Ramsey, I voted 'No' because I did not know Mr. Ramsey and had no opportunity to investigate his qualifications and because I felt that the Commission might be in danger of evading the spirit of the Civil Service Act.

"Furthermore, I felt that if the majority of the Commission desired the services of Mr. Ramsey in an advisory capacity for a temporary period, he could have been employed in addition to the present staff.

"I voted 'No' with respect to the abolition of the Examining Department because I felt that grave questions of procedure involving undesirable control of the nation's communication systems might be involved and because I felt that long Government service and excellent record of efficiency should be recognized by this Commission. Moreover, I felt that these men should be given an opportunity to be heard by the Commissioners prior to their severance from the service. Likewise, I am concerned with reference to the effect on Civil Service in Government by action such as that taken today."

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#### FRENCH GOVERNMENT PUTS CURB ON PRIVATE STATIONS

The French Government has decided for the first time to direct control over a section of broadcasts made by private radio stations in France, according to the American Commercial Attache at Paris.

It is stated in the decision that the Paris private stations, Ile-de-France, Poste Parisien, Radio Cite and Radio 37, and the private stations situated in the provinces, Radio-Mediterranee, Radio-Nimes, Radio-Toulouse, Bordeaux-Sud-Ouest, Radio-Agen, Radio-Lyon and Radio-Normandie must in future maintain very close contact with the French State broadcasting service in regard to all broadcasts concerning political, financial and economic matters. All private stations must send copies of such broadcasts to the French broadcasting authorities daily.

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## WISNER SEES BREAKDOWN OF CIVIL SERVICE PROTECTION

A break-down in the Civil Service system was seen by G. Franklin Wisner following his abrupt dismissal by the Federal Communications Commission as Press Relations Chief in the McNinch purge.

"The action of the Commission came as a great surprise to me", he said. "At no time has the Chairman indicated to me he contemplated such action. I paid no attention to rumors that he was after my scalp since at a recent Press Conference he said he did not plan to disturb Civil Service employees.

"Since I have been under Civil Service for nearly 12 years, under the competitive system, serving the Government since the creation of the old Radio Commission, naturally, I have paid little attention to 'purge' stories as they affected my post.

"Furthermore, my record at the Civil Service Commission led me to believe I would be protected from arbitrary and capricious actions. It is evident in this case Civil Service broke down completely and the law was ignored by circumvention. No one under Civil Service can henceforth feel secure.

"Since Mr. McNinch has been Chairman of the Commission he has never discussed with me for one minute my job. He made no effort to find out how I run my office or the problems I was called upon to solve. If faults were found about my actions, as a matter of fairness, I should have been informed so I could have made corrections.

"I came to this Commission with clean hands and I am leaving it the same way. I am very proud of my record here in dealing with the Press and the Public."

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Order No. 28 of the Telegraph Division of the Federal Communications Commission which tentatively approved automatic alarm devices described as Radiomarine Corporation of America "Model AR-8600 Auto Alarm" and "Mackay Radio and Telegraph Company Auto Alarm Type 101-A manufactured by Federal Telegraph Company", until December 31, 1938, has been extended until March 31, 1939.

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UNITED STATES DEPARTMENT OF THE ARMY

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## ARNOLD TELLS HOW McNINCH ORDERED HIM TO QUIT

The "inside story" of how Chairman Frank R. McNinch demanded the resignation of Davis G. Arnold as Chief Examiner several days before his formal ouster was disclosed by Mr. Arnold in a lengthy statement issued after his dismissal.

"Some three weeks ago I made an effort to see the Chairman and succeeded in conferring with him", he said. "At this meeting I approached the Chairman with all humility and expressed my uneasiness because of the publicity concerning me. I outlined my years of service to the Government, in and out of the Army; the fact that I had come with the Commission with the consent and approval of the President of the United States as I was desirous of getting into more interesting work, even though my transfer would not mean any immediate increase in salary; and that I joined the Commission as Attorney-Examiner at the salary of \$6,000 and that upon the organization of the Examining Department I was made Chief Examiner at a salary of \$6,500; later increased by the Commission to \$7,000. I outlined to the Chairman with great humility my responsibilities and indicated that a man of my age with a Civil Service status, if dismissed by the Commission on the theory of being inefficient, might find great difficulty in later being employed. We discussed what had happened to Mr. Gary, the General Counsel, as to his being offered a new \$9,000 position and I expressed to the Chairman my willingness to resign if the Commission indicated this to be its desire and he expressed his interest and willingness to obtain for me a position elsewhere.

"A few days thereafter there appeared in the public press an article to the effect that 'I had made my peace with the Chairman'. I was later summoned by the Chairman, who was highly indignant because of this publicity, and in spite of my assurances that I had not in any way been responsible for it, his attitude toward me was most unfriendly. At a later meeting he informed me that he had made a contact with General Hines of the Veterans Administration and for me to call upon him. This I did, and General Hines with whom I had served for over twelve years at salaries ranging from \$6,000 to \$7,500, said that he would be happy to have me back but that he could not offer me a position which would carry with it a salary of over \$5,000. On the following day I was summoned by the Chairman, who desired to know my intentions as to accepting the new position offered by General Hines. Upon my stating that I was unable to take a position at \$5,000, the Chairman commented that 'in these days that was a very good salary for a Republican'. The Chairman displayed great indignation that informed me, as he escorted me from his office, that his feeling toward me was no longer one of friendship.

"Shortly after this visit the Washington Post published an article and I was again summoned by the Chairman, who was again most indignant, and although I assured him, as the article disclosed, that I had nothing to say to any reporter and knew





nothing about the source of this information, he demanded my answer as to whether or not I was going to resign. I plead with the Chairman for more time and asked that he await the return of some of my friends through whom I was sure I could obtain a position in the Government which would compensate me at or near my present salary. To this plea the Chairman retorted that he 'must have new faces around here at once' and that this matter must be decided before November 10, in order that he might comply with the President's wishes and return to the Federal Power Commission.

"A day or two later, in order to give answer to the Chairman, I wrote him a personal and confidential note again pleading with him to retain me in my present position, or in the event that this was not possible, that I be retained as an Examiner, if possible at my present salary. On Saturday, November 5th, I was called to the Chairman's office and asked if that was my refusal to resign. At this time I took with me another memorandum to the Commissioners in which I requested that before action was taken to the end that I be dropped from the rolls of this Commission, that I be given an opportunity to meet with the Commission.

"Under Section 6 of the Civil Service Act, Congress provides that a person in the classified Civil Service may not be removed except for such cause as will promote the efficiency of such service and for reasons given in writing, and allows the person whose removal is sought a reasonable time for personally answering same in writing. Congress did not, however, permit any examination of witnesses or any trial or hearing, except in the discretion of the officer making the removal.

"My request to the Commissioners was for a hearing before charges were made, and I felt that this request was not unreasonable when coming from a man who had served the Commission for over four years, and as head of a department which had not been in any way criticized by the Commission. Three of the four Commissioners now acting with the Chairman have been heard to speak with commendation of the services of the Examining Department and the Chief Examiner. Action by the Commission to remove me without some word of advice or caution first being given by the Commission or to any conditions desired to be remedied would seem to be most unreasonable and unfair."

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Neville Miller, President of the National Association of Broadcasters, and Frank R. McNinch, Chairman of the Federal Communications Commission will speak Saturday, November 19th, at White Sulphur Springs, W. Va., where a district meeting of the NAB will be in session. Their addresses, however, will deal with national phases of radio, rather than local. The addresses will be broadcast.

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## INDIA TO TRY EDUCATIONAL BROADCASTING

A new experiment in school broadcasting is about to be put into effect by the Calcutta station of a large radio broadcasting company, according to a report received by the Department of Commerce from the office of the American Commercial Attache at Calcutta.

Under the plan, lectures will be given by professors and specialists for 45 minutes on Mondays and Thursdays of each week. The subject of these broadcasts is to attempt to supplement the work of the school in the more general and imaginative side. There are some 64,000 schools in Bengal, and perhaps before long each of these will be fitted up with a receiving set, the report stated.

The educational subjects will include Nature Study, Biology, World History, Current Events, English, Hindustani, Geography, Civics, and Music. It is also intended to give a feature program every fortnight. If a sufficient number of schools are willing to organize, drill classes and physical instruction will be given by radio every morning, according to the report.

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## PARAMOUNT TO ENTER TELEVISION FIELD

Hollywood, which has been watching the development of television as a possible competitor of the movies, heard an announcement last Monday from Stanton Griffis, Chairman of Paramount Pictures Executive Committee, that his studio had entered the television field, according to the Associated Press.

"Television is bound to be a tremendous factor in entertainment", he said. "Paramount recognizes its development is placing upon the motion picture industry a responsibility that is virtually an obligation to the public."

The Allen B. Dumont laboratory, practically a subsidiary of Paramount, was understood to be now building a television transmitter at Montclair, N. J., and expects to have it in operation by January, Mr. Griffis said. It would have receiving sets on the market next month to cost between \$150 and \$200 each, he added.

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## MBS OCTOBER 1 BILLINGS SET NEW MARK

A 45.7 percent increase in time billings for last month is reported for the Mutual Broadcasting System in comparison with October 1937.

Total billings for this month in 1938 were \$347,770.61, marking the largest individual month's billings in the history of the network. October, 1937, billings totalled \$238,682.77.

A 33.8 percent increase in time billings for the first ten months of 1938, is also reported at this time. Total billings for this period in 1938 were \$2,322,026. For the first ten months of 1937 they were \$1,735,255.63.

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## RCA NET PROFIT SHOWS DECLINE FOR 1938

Net profits of the Radio Corporation of America for the nine months of this year showed a decline as compared with the corresponding period of 1937 from \$6,599,111.84 to \$4,368,823.56, David Sarnoff, President, disclosed this week in a statement.

The net profit of RCA for the third quarter, however, was \$1,616,449.28 as compared with \$1,951,726.20 for the corresponding period last year.

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## NBC OCTOBER BILLINGS RISE 13.0%

Expenditures of NBC clients for last month rose 13.0% over October, 1937, continuing the climb of gross billings for the eleventh successive month. The percentage change from September, 1938, was +26.7, while the percentage change of the first ten months cumulative total was +6.5 over the comparable period a year ago.

The tabulation follows:

|                      |                      |               |
|----------------------|----------------------|---------------|
| October, 1938        | September, 1938      | October, 1937 |
| \$3,773,964          | \$2,979,241          | \$3,339,739   |
| First 10 months 1938 | First 10 Months 1937 | % Change      |
| \$33,676,688         | \$31,630,854         | +6.5          |

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1. The purpose of this document is to provide information regarding the activities of the [redacted] and the [redacted] in the [redacted] area.

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CONFIDENTIAL



# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**

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November 15, 1938

## FCC HEARING WON'T BLOCK CONGRESSIONAL PROBE

Despite the hopes of some of the Federal Communications Commissioners, the current chain-monopoly investigation will not prevent an inquiry into the FCC and the radio industry by Congress next session, according to well-informed sources.

The FCC inquiry, although ordered last Spring, has been postponed several times so that it will now continue well into the 76th Congress. Chairman Frank R. McNinch indicated that the FCC's recommendations may not be ready until well into the Spring, when Congress will think about returning home.

The new Congress is expected to be less subservient to the will of the Administration than was the 75th Congress and critics of the New Deal in radio, as in other fields, will have a stronger backing in both major parties.

Senator White (R.), of Maine, already has indicated he will reintroduce his resolution calling for a broad investigation of the FCC and the radio industry, and similar legislative moves are expected in the House.

The recent FCC "purge" may well be the torch that sets off the Congressional inquiry because of the election of a number of members of both Houses whom the Administration sought unsuccessfully to "purge".

Whether Chairman McNinch will still be at the helm of the Communications Commission when the investigation begins is somewhat conjectural at this stage. At his last press conference, he said his job of reorganization was nearly completed and that once it was finished, he would return to the Federal Power Commission. Persons close to the White House said President Roosevelt was displeased with his failure to bring about an effective reorganization without arousing public resentment and dissension within the Commission.

In a radio address over the three major networks last Saturday night, however, Chairman McNinch said he is not preparing to quit the FCC in the near future and indicated he may stay through the next Congressional session.

Washington columnists, obviously fed by McNinch supporters, carried vague reports that the President was considering ousting Commissioners George Henry Payne and possibly T.A.M. Craven because of their stand against the McNinch purge.

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There appeared little basis, however, for the belief that Commander Craven is in the bad graces of the President, whom he has known intimately since the days when Roosevelt was Assistant Secretary of the Navy.

Moreover, it was pointed out that any executive move to remove any member of the FCC would be resisted and bring the long-smouldering row within the Commission to a head in such a fashion that the Chairman and his supporters might get the worst of it.

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#### SARNOFF URGES SELF-CONTROL FOR BROADCASTERS

Voluntary self-regulation of radio programs and broadcasting policies by the combined efforts of broadcasters was proposed Monday by David Sarnoff, President of the Radio Corporation of America, as the first witness in the chain-monopoly hearing now being carried on by the Federal Communications Commission.

Citing the undemocratic control of radio in dictator-ridden countries of Europe, Mr. Sarnoff made a plea for continuation of the freedom of the air in this country.

"The fate of broadcasting in other nations and the attacks on democracy throughout the world clearly indicate the necessity for finding a democratic solution for the problems of the American system of broadcasting", he declared, "a solution which on the one hand will enable us fully to meet the social obligations of radio, and on the other will protect our traditional freedoms.

"I would therefore like to take this opportunity to advocate to the broadcasting industry that it establish a voluntary system of self-regulation in its field of public service, and that it take the necessary steps to make that self-regulation effective.

"My recommendation is that the experience of the different groups within the industry should now be combined and correlated. An industry code should emerge that advances beyond all previous standards. In writing it, the industry should gather the views of broadcasters, of groups representative of public opinion, and of this Commission.

"After the code is formulated, the public should be made thoroughly familiar with it. All broadcasting networks and stations should be invited and encouraged to adopt it. It should be subjected to periodic review by the industry, and kept up to date. It should be administered by a suitable agency representative of the industry.

"I make this recommendation in the belief that such self-regulation is the American answer to an American problem."



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Touching upon television, Mr. Sarnoff disclosed that the Radio Corporation of America has already licensed sixty-five radio manufacturers to make use of its invention and stood ready to sell visual transmitters to whomever cared to buy.

Far from opposing "changes in a changing art", Mr. Sarnoff asserted, none knew better than did he that improvements were possible. In the solution of Radio Corporation and National Broadcasting Company problems he invited suggestions from anyone and help from the Commission.

He spoke for both, he said, "because NBC is wholly owned by RCA and consequently NBC is owned by a quarter of a million stockholders", no single one of whom, he added, owned "as much as 1/2 to 1 percent of RCA stock".

Under its by-laws, he continued, 80 percent of the voting stock of RCA is owned by American citizens, and about 95 percent of its outstanding stock is held in the United States.

If only on the profit basis, he declared, RCA, as the largest distributor of radio receiving sets in the world, is "more largely, more selfishly, interested in the best possible broadcasting than is anyone else".

Others who spoke in behalf of RCA and NBC on the opening day were Frank E. Mason, Vice-President of NBC, who described the network's personnel organization, and George Engles, Vice-President and Managing Director of the NBC Artists' Bureau.

Several letters written by Mr. Sarnoff years before the advent of broadcasting were read into the record and showed how accurately he anticipated the present era. He first conceived a "radio music box" in 1916 and organization of a broadcasting network under RCA and other electrical manufacturers in 1923.

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#### U. S. DELEGATION TO RADIO PARLEY NAMED

The State Department announced this week the appointment of the following delegation to represent the United States at the Central American Regional Radio Conference to meet at Guatemala, capital of the Republic of Guatemala, on Nov. 24th.

Fay A. Des Portes, American Minister to Guatemala, Chairman of the Delegation; Harvey B. Otterman, Divisional Assistant, Department of State, Vice Chairman; Lieut. Col. David M. Crawford, United States Army, Signal Corps, Office of the Chief Signal Officer; Lieut. Comdr. Mervin W. Arps, United States Navy, District Communication Officer, Fifteenth Naval District, Balboa, C.Z.; Gerald C. Gross, Chief of the International Section, Engineering Department, Federal Communications Commission.

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As a result of the above, the following hypotheses were formulated:

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## McNINCH DEFENDS "PURGE" OVER 3-NET HOOK-UP

Having encountered unfavorable press reaction to his recent "purge", Chairman Frank R. McNinch, of the Federal Communications Commission, Saturday night spoke for a half hour over the combined three major networks - NBC, CBS and MBS - in defense of his reorganization plan.

The time was donated by the networks. Although Mr. McNinch has stated publicly that he favored open forums on the radio for pro and con discussions, no corresponding time was offered the FCC employees and "certain newspapers" which the Chairman criticized in his speech.

"Thirteen months ago President Roosevelt presented me with the opportunity - and the challenge - to help to guide the development and the use of radio, as Chairman of this Commission", he said. "The assignment was broader than that, for the Commission must deal also with problems of the telephone and the telegraph. But the task of which I will speak tonight is that of charting a course of constructive regulation and the formulation of policies for the guidance of the broadcasting industry.

"I am still working, with my associate Commissioners, on that task. I am going to stay with it until it is done, to the satisfaction of the President, and I hope of the Congress and of others who are most concerned. It is, of course, true that after the job is done, and the President is ready to entrust it to other hands, I hope to return to the Federal Power Commission from which I came. That, however, will come after but not before my important assignment here is finished. And before I leave I hope and firmly believe that my associates and I will have gone a long way towards solving the immediate problems that confront us. In this we will be aided by the reorganization and the reforms within the Federal Communications Commission that we have now about finished putting into effect.

"Now, first, what was wrong, and why was there any need for reorganization or reform? I was told at the outset that many things were wrong. There was a scramble for licenses and renewals of licenses. Many of the applications were contested, sometimes bitterly, as they are still and perhaps always will be. To deal with this difficult situation, the Commission had a staff which was not coordinated. Responsibility was divided and not centered squarely upon the whole Commission, as I felt, and the Commission concluded, good administrative practice required. The work on cases was far behind and there was an accumulation of undecided license applications. During the year we have decided over 400 of such cases.

"The arrangement for the conduct of hearings on license applications was such as to keep the hearings remote from the Commissioners upon whom responsibility for final decisions rested. An applicant for a license, or his attorney, would usually know







in advance what member of the staff would hear the application. He was in a position to approach this staff member - an Examiner - or have others approach him, and attempt to bring influence to bear. He might learn in advance what the recommended decision was, or was likely to be, before the Commissioners ever saw any papers in the case or gave any consideration to its merits.

"Some members of Congress interviewed privately members of the Commission or staff members, submitting information or recommendations without putting any supporting evidence into the records.

"When cases at last came before the Commission the Commissioners were not always certain whether the Commission had all the pertinent information. And it was not certain whether the proper relative weight had been given to such information as was presented. I do not know of any attempt deliberately to mislead the Commission. But I do know that many of the cases which came up were not in a form satisfactory to a conscientious Commissioner eager to deal out equal justice and guard the public interest.

"There were many rumors afloat that Commission action was being influenced through persuasive approaches to some members of the staff.

"To correct such bad conditions as were known to exist, and to prevent the possibility of those that were rumored or suspected, a number of steps were taken. As Chairman of the Commission, I proposed reforms. Always most of the Commissioners, and at a few times all of them, cooperated with me. Always the changes were ordered, of course, by vote of the Commission.

"There has been no undue haste and I am confident no ill-advised action. My task, as I have indicated, was particularly to help chart a course of constructive regulation and the formulation of policies.

"In charting the course, and especially in reorganizing the Commission staff where it needed reorganizing, we have not been precipitate. I knew very little about radio when I came. Who does? I took time to inform myself fully about each phase of the subject. As many of you know, radio means not merely the broadcasts you hear every day, but communication between ships at sea, and between ships and the land. Then there are the networks of police communication, the more than 40,000 amateur 'hams', the direction beams, and weather reports for aviation, and the experimental television and facsimile transmission. In addition to radio, the complex regulatory problems of the telephone and telegraph fields have been delegated to the Commission. I had to look into them too.

"I was sure it would be a mistake to wade right in and institute sweeping changes without knowing precisely what was wrong, what delicate mechanisms I might kick over, and how the changes would affect the public service". . . . .



"I have read stories to the effect that the present Administration sought to and even did influence the Communications Commission in the administration of its regulatory duties for partisan, political purposes. I want to nail that canard squarely on the head. I have been Chairman of the Commission for thirteen months, and during the nation-wide campaign leading up to the elections last Tuesday. And I say to you categorically, without qualification or reservation, that not a single suggestion of political favoritism has come to me from anyone in the White House or the Administration nor from any political organization.

"Furthermore, neither the President nor any member of his family nor any of the secretaries to the President nor anyone who even pretended to speak for the President or the White House has ever made the slightest suggestion to me about granting any license or denying any license. Any assertion to the contrary is a bald misrepresentation.

"But, while the President has never discussed with me the matters referred to, he has discussed with me ways and means and possible policies to make radio thoroughly democratic and to guard against its becoming an instrument of injustice of unfairness to any and all political parties, to any racial, social, economic, labor, producing or business group, to any minority or any class. He has spoken to me of determination to preserve the right of free speech of a free press and liberty of thought. The President's wish is that radio shall continue to make increasing contributions of entertainment and instruction toward a better way of life for all, even the most illiterate and humble. I need hardly add that I share fully all these aims.

"The President's interest in the broader aspects of radio's present and future, as distinguished from its license or quasi-judicial aspects, is rooted in his responsibilities as well as in his interest in free Government. It is he who has the primary responsibility for appointing the members of the Communications Commission and designating their Chairman as well. He may replace the Chairman at any time, designating a new one.

"Now, what about Federal censorship? Is the Government going to blue-pencil the dance programs, and the crop reports and the bed-time stories? I wish to make my own position very clear on that; and I don't know of anyone who takes the contrary position. . . .

"Obviously the power of censorship and selection must be lodged somewhere and the broadcaster is the one to exercise this power and answer to the public for the manner in which he exercises it.

"Censorship by the Communications Commission or by any other Governmental body is, in my opinion, impracticable and definitely objectionable. It runs directly counter to the genius of our democracy."

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## EUROPEAN WAVE PROBLEM CONSIDERED AT BRUSSELS

The International Broadcasting Union, which groups together nearly all European broadcasting organizations and the principal broadcasters overseas is meeting at Brussels from November 7th to November 19th.

The main object of the meeting is to prepare the draft of a new plan of distribution of the broadcasting waves among the countries of the European zone. This task was entrusted to the International Broadcasting Union by the Conference on Wireless Communications held at Cairo last Winter.

The changes made by the Conference in the range of waves reserved for broadcasting, on the one hand, and the rapid growth observed in Europe both in the number and power of stations, on the other hand, render urgent a revision of the plan adopted at Lucerne in 1933, for the latter no longer entirely corresponds to the needs of the present situation and its possible developments in the near future, according to the Director of the International Broadcasting Office, Geneva.

The report as prepared by the Union will serve as a basis for the work of a European Conference of Governments which will be held in Switzerland in February next, for the final revision of the Lucerne Plan.

Today (November 15) there was to be opened by the Minister of Transports, of Posts and Telegraphs, and of the I.N.R. of Belgium, the new technical Observation Station of the Union, which has just been constructed, with the cooperation of the broadcasting organizations of twenty-five different countries.

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## S-W DIRECTION FINDER INVENTED IN PARIS

Pierre Lavarde, Chief Engineer of the Societe Anonyme des Industries Radio electriques (S.A.D.I.E.), 5 rue Lalo, Paris, has stated that his company has developed a new special antenna which, with a device, can be used as a radio direction finder, using short and very short waves (between 38 and 60 megacycles), according to the American Commercial Attache, Paris.

According to the engineer, this apparatus is very easily operated, much more so than the long-wave type of direction finder, and precludes all possibilities of error in bearings. It is built to be installed anywhere and is not affected with night error. The French Air and Marine Ministries have ordered several of these units, after having tested them to their satisfaction.

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CONFIDENTIAL

The information in this document is classified "Secret" because it contains information the disclosure of which could result in the identification of sources and methods of the Central Intelligence Agency.

The main objective of this document is to provide information on the activities of the Central Intelligence Agency in the field of intelligence gathering and analysis.

The Central Intelligence Agency is the primary intelligence gathering and analysis organization in the United States. It is responsible for providing the President and the National Security Council with the information they need to make decisions on foreign policy.

The Central Intelligence Agency is also responsible for providing information to the Congress and the public on matters of foreign policy.

The Central Intelligence Agency is a key component of the United States intelligence community. It works closely with other intelligence agencies to provide a comprehensive view of the world.

SECRET

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SECRET

## FARNSWORTH FORESEES FOOTBALL VIA TELEVISION

Fires and football games may be brought into the home as news by television in the near future, Philo T. Farnsworth, a pioneer in television experiments, said this week in an address at Rochester before the Fall conference of the Institute of Radio Engineers and the Radio Manufacturers' Association. He told of the possibilities of bringing events to homes, "as soon as a truck can get to the scene", with his new vacuum tube which employs nothing more than a camera lens to complete it as a "sight microphone or an electrical camera".

Displaying the tube, he explained that, coupled with an F 2.5 lens of nine-inch focal length, the device could send impulses through a portable transmitter to a central station for retransmission. He called the tube "nothing more than the film of a camera". Lens could be interchanged so that a "camera" on top of a stadium press box could pick up field action with a telescopic lens.

The new tube also cuts down the amount of light needed in a studio or out-of-doors for transmission. He valued it at \$500.

Two trucks equipped with television cameras would be in use on the New York World's Fair grounds, Mr. Farnsworth said. These would show the possibilities of the television sets which are to be put on the market in April, 1939, priced at \$150 up, according to announcements of the radio manufacturers.

The paper he read, entitled "Image Amplifier Pick-Up Tubes" was prepared by Mr. Farnsworth and his associate, B. C. Gardner, both of the Farnsworth Television Company, Inc.

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## TEACHING TASTE IN RADIO HELD SCHOOL PROBLEM

The task of teaching young radio listeners to discriminate and interpret is one of the new responsibilities thrust on the school room by radio's increasing popularity among children, according to I. Keith Tyler, Assistant Professor and Research Associate in the Bureau of Educational Research, Ohio State University, who spoke last week at the eighty-fourth annual convention of the New Jersey Teachers' Association, meeting in Atlantic City.

"Boys and girls are now listening to the radio more than two hours a day", he said. "Their attitudes are being affected, their tastes altered and their understanding of life developed by this experience with the radio. We must develop

THE FOLLOWING IS A SUMMARY OF THE INFORMATION RECEIVED FROM THE SOURCE:

The source has been in contact with the subject of this report for a period of approximately six months. During this time, the source has observed the subject's activities and has been able to obtain information regarding the subject's movements, contacts, and activities. The source has also been able to obtain information regarding the subject's financial situation and his relationships with other individuals. The source has been able to obtain this information through a variety of means, including direct observation, interviews with other individuals, and the use of confidential informants.

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their abilities to discriminate and interpret. Our loudspeakers pour out a withering barrage of political, economic and social propaganda; a flood of verbose sales talk and great quantities of mediocre clap-trap.

"To distinguish the artistic, the lasting and the genuine from this miscellaneous heterogeny requires training. To detect propaganda, hidden assumptions and glittering generalities requires guidance. To withstand clever psychological sales appeal requires consumer education."

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 ::: TRADE NOTES :::  
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First radio advertising in Great Britain for motor oils has just been launched by the Vacuum Oil Company, Ltd., with the first of a series of programs for Mobiloil broadcast from Radio Normandy, France, according to the New York Times. The Radio Department of Erwin, Wasey & Co., Ltd., booked the series with the International Broadcasting Company and is responsible for the production.

Harry C. Butcher, Vice-President of the Columbia Broadcasting System, Washington, was toastmaster at a luncheon given this week by friends of George E. Allen, former District Commissioner, to "celebrate" his resignation. Mr. Allen was given a good-natured roasting and then handed the bill for the lunch.

Claiming she suffered a nervous shock by listening to a radio-cast describing an imaginary invasion from Mars. Sara E. Collins has filed suit for \$50,000 damages against the Columbia Broadcasting System of California and others, at Los Angeles.

Restriction of patented devices and its effect on the national economy will be the first order of business of the Congressional-Executive Monopoly Investigating Committee, Senator O'Mahoney, its Chairman, said after a conference with President Roosevelt Monday.

Senator O'Mahoney said the Committee probably would begin hearings the first week of December and would continue in session, after an adjournment for the Christmas holidays, for "as long as is necessary to tell the story". Government investigators now engaged in making studies on which the inquiry is based, will be the first witnesses to testify, the Senator said.

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11/15/38

## MACKAY, HEAD OF POSTAL TELEGRAPH, DIES

Clarence H. Mackay, capitalist and Chairman of the Board of Postal Telegraph Cable Co., died Saturday night at his home in New York City. In poor health for several months, Mr. Mackay underwent an operation for appendicitis in December, 1937, but was reported to have come through it satisfactorily. In July of this year he returned to the hospital for a general examination. On Tuesday he was taken to his New York home from his estate at Roslyn, Long Island. He was 64 years old.

Ambition to enlarge the telegraph and cable system inherited from his father dominated the business career of Clarence H. Mackay. With the huge Mackay fortune, which originated in the famous Comstock lode, at his command, he devoted his efforts constantly to that end. He eventually extended the message service of his telegraph and cable companies to approximately three-quarters of the distance around the earth.

In 1928, the Postal Telegraph-Commercial Cables Companies and the International Telephone and Telegraph Corporation effected a \$300,000,000 merger, Mr. Mackay, President of the Mackay system, and Sosthenes Behn, President of the International Telephone and Telegraph, pooling their interests. This operation merged telegraph, cable, telephone and radio systems on a scale never previously attempted. Shortly before this merger, Mr. Mackay had announced that his companies, the Postal Telegraph, the Commercial Cables and the Mackay Radio and Telegraph Company had acquired control of the high-powered transoceanic radio station at Sayville, L.I.

This acquisition of the Sayville station for Atlantic ship-to-shore service completed the radio system which was started by the Mackay companies in 1927, when they acquired the Federal Telegraph Company's properties on the Pacific Coast and started Pacific ship-to-shore service, with direct land wire connections. In the Summer of 1931, Mr. Mackay, as President of the Mackay Radio and Telegraph Company, announced that two factories had been acquired in Newark, N. J., for the manufacture of an international radio broadcast receiver and of high-powered vacuum tubes for transmitting purposes, and for radio development and research work.

In 1930, in his annual report as Chairman of the Board, Mr. Mackay showed the wide expansion of radio communication the Postal Telegraph and Cable Corporation had developed, and reported that approximately \$10,000,000 had been spent in one year in extending communication facilities throughout the world.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL** — Not for Publication

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## RADIO BUOY DEVELOPED BY LIGHTHOUSE SERVICE

Ever since the first SOS flashed across the seas, radio has been making repeated contributions to the safety of ocean travel. First the wireless communication, then the radio beacon and direction finder took many of the hazards and uncertainties out of marine voyages.

Now comes the United States Lighthouse Service with a new development that promises to make harbors and inlets, where many minor accidents occur, safe in any kind of weather.

A small transmitter that is fitted to occupy a standard buoy shell has been designed and built secretly by Lighthouse Service engineers and shortly will be given a practical test along the Atlantic Coast line. Built in Detroit, it has been brought to Washington for inspection by Lighthouse Service officials before being given its baptism.

Because of the traditional policy of the Lighthouse Service to withhold information on its new developments until they prove their worth, details of the radio-equipped transmitter are being closely guarded. However, it was shown to superintendents of the service at a recent conference in Washington.

Once the radio buoy passes a rigid test, bids on its construction will be asked of radio manufacturers, it was said.

Of rugged construction, the transmitter is built to withstand both the knocks of an angry sea and the salt air. It is water-proof and derives its power from specially designed storage batteries, capable of operating the miniature radio station for several months without human care.

The transmitter itself will be sunk into a buoy and may be removed for battery replacements by lighthouse tenders. Atop the buoy will swing a 15-foot antenna that will send out a steady signal, capable of being picked up within a radius of from 12 to 15 miles.

The compact radio unit is the product of several years of experimentation. If the present transmitter proves practical, the Lighthouse Service will ask radio manufacturers for bids on the specified design. Then the buoys will be placed at strategic points in harbors and inlets all along the nation's coasts.

The Lighthouse Service now maintains more than 12,000 buoys. Some of these are equipped with lights that flash signals at intervals of a few seconds. Others have bells or whistles





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that suggest their location in fogs, but navigation under such conditions is inaccurate to say the least.

The radio-equipped buoy, however, will offer the first buoy that will be equally useful in all kinds of weather, day or night.

Like the radio beacon in the lighthouses, the transmitter will be available to any mariner whose boat is equipped with a direction finder. Of course, it will not have the range of the lighthouse beacon, which sometimes is picked up several hundred miles off shore.

As visualized by its developers, the radio buoy will complete a modern integrated system of radio alarms and signals skirting the United States coast lines.

A vessel may depend upon the larger beacon for its position and for guidance until it comes within sight of a harbor or inlet. Then it could turn its direction finder to the buoy and follow a safe course in to its destination.

At present only passenger vessels of 5,000 or more tons are required by law to carry radio direction finders, but their usage is rapidly increasing among even smaller boats. There are close to 900 ocean vessels flying the American flag now equipped with direction finders, according to the Federal Communications Commission, and nearly 200 ships that ply the Great Lakes.

The buoys will be maintained by the present lighthouse tenders, and the engineers who designed the radio transmitter believe that it will need to be serviced only every three or four months.

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#### CASE TALK WITH F.D.R. SCOTCHES RUMORS

A conference between Commissioner Norman S. Case and President Roosevelt this week at the White House, from which Mr. Case emerged smiling, was seen by White House correspondents as putting a new slant on the inter-Commission row.

Rumors that Commissioner Case might not be reappointed when Congress convenes were believed scotched by the visit although Mr. Case declined to discuss the nature of the conference.

An effort by the President to obtain the point of view of some of the FCC members who have differed with Chairman Frank R. McNinch also was seen in the White House visit.

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## FCC MAKES RULES FOR NEW PROCEDURE ON HEARINGS

While the Civil Service Commission was conducting an investigation of the recent "purge" to determine whether or not any rules or law had been violated, the Federal Communications Commission this week adopted rules putting into effect the new procedure for conducting hearings on applications of broadcasters in lieu of examiners.

The first new cases were assigned meanwhile to three lawyers and an erstwhile examiner.

Commissioner T.A.M. Craven, who opposed the abrupt abolition of the Examining Division, refrained from voting on the new rules. Commissioner George Henry Payne was absent. The other Commissioners voted with Chairman Frank R. McNinch.

The new rules (106.27 and 106.28) effective November 14th, follow:

Rule 106.27

"Except for hearings before the Commission en banc the Commission will provide for the conduct of each hearing by a specific order of reference, and unless otherwise specified in such order:

"(a) The presiding officer at the hearing shall have authority to administer oaths, examine witnesses, and receive evidence at any place in the United States designated by the Commission, and to rule upon the admissibility of evidence and other matters that normally and properly arise in the course of the hearing, but shall have no power to decide any motion to dismiss the proceeding or other motion which involves final determination of the merits of the proceeding.

"(b) After the close of the hearing the complete transcript of testimony taken, together with any exhibits and any briefs or memoranda of law filed theretofore on behalf of any party, shall be filed in the office of the Secretary of the Commission. The presiding officer at the hearing shall have authority to act upon motions to correct the record, made in accordance with the rules.

"(c) Within twenty days from the filing of the transcript of record of the hearing, each party to the proceeding shall file with the Commission proposed findings of fact and conclusions which shall be served upon all parties participating in the hearing in the manner provided in the rules.

"(d) Such proposed findings of fact shall be set forth in serially numbered paragraphs and shall set out in detail and with particularity all basic evidentiary facts developed by the evidence, (with appropriate citations to the transcript of record or exhibits relied on) supporting the





conclusions proposed by the party filing same. Proposed findings of fact and conclusions submitted by a person other than an applicant may be limited to those issues in connection with the hearing which affect the interests of such person. Such proposed findings and conclusions may be accompanied by briefs or memoranda of law.

"(e) The Commission will thereafter enter its proposed report or findings of fact and conclusions.

"(f) Within twenty days from the filing of the Commission's proposed report or findings of fact and conclusions the parties to the proceeding may file exceptions to the same which shall point out with particularity alleged errors in said report or findings of fact and conclusions and shall contain specific reference to the page of the transcript of hearing or exhibit on which the exception is based, such exceptions shall be accompanied by a memorandum brief in support thereof, and may request oral argument. If no request for oral argument is made within said twenty day period all parties will be considered as waiving any right thereto.

"(g) Reply memorandum briefs may be filed by any party to the proceeding within thirty days from the filing of the Commission's proposed report or findings of fact and conclusions.

"(h) At or prior to the date fixed for the filing of any exceptions or memorandum brief the party filing the same shall serve at least one copy thereof, as provided in the rules, upon all other parties to the proceeding, and no exceptions or memorandum brief will be accepted or considered by the Commission unless accompanied by an affidavit showing this requirement has been met.

"(i) Fifteen copies of any proposed findings of fact and conclusions, exceptions, or memorandum briefs filed in connection with any hearing shall be filed with the Commission.

"(j) After oral argument, or in the event oral argument is waived, after the expiration of the time for filing memorandum briefs the Commission will file its report or findings of fact and conclusions and its order.

"Rule 106.28

"The authority to perform any act in connection with a hearing vested in a 'presiding officer' under these rules shall be vested in a majority of the persons conducting the hearing if the hearing is conducted by more than one person."

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12/18/33

## CUNNINGHAM ENDORSES McDONALD'S TELEVISION VIEW

E. T. Cunningham, former President of the RCA Manufacturing Company, has endorsed the publicly-expressed views of Comdr. E. F. McDonald, Jr., President of the Zenith Radio Corporation, that television receivers should not be put on the market next Spring as planned by the Radio Corporation of America and other radio manufacturers.

In a telegram to Commander McDonald from Delmonte, Calif., Mr. Cunningham said:

"Agree with you on your published statement on television. Television receivers should not be sold until broadcasters with Federal Communications Commission approval assume definite commitment to provide adequate and continuing program service.

"Radio industry through its association has responsibility to public to advise purchasers of risks based on voluntary programs and experimental cancellable licenses. Hope you will take the lead in this industry responsibility."

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## ICKES OPENS NEW STUDIO; HAS NO STATION FOR IT

With a special broadcast over the National Broadcasting Company's network, Secretary Ickes this week dedicated the handsomely-appointed new studio of the Interior Department. Although it was built at a time when Mr. Ickes believed the Federal Government might build either super-power stations for national broadcasting or a Pan American station for international transmission, the studio is unique in that it has no accompanying transmitter.

Programs originated by the U. S. Office of Education and addresses by Government officials will originate in the studio, however, for broadcasting over commercial stations and networks.

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## LAST OF EXAMINERS' REPORTS URGE DENIALS

The last of the Examiners' reports came out of the Federal Communications Commission this week after the abolition of the Examining Division. One was written by Melvin H. Dalberg, who was ousted last week.

Mr. Dalberg recommended against the granting of a construction permit to Peter J. Caldarone, of Providence, R.I., while R. H. Hyde, now in the Legal Division, submitted an unfavorable report on the application of the Corn Belt Publishers, Inc., and Ralph W. Dawson to transfer Station WAAF, Chicago.

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## CHAIN-MONOPOLY HEARING DRAGS; LONG INQUIRY SEEN

If the first week of the chain-monopoly investigation by the Federal Communications Commission can be taken as indicative of the whole, the inquiry is likely to continue throughout the Winter and perhaps into the Spring.

Only five witnesses from the National Broadcasting Company were heard during the first week, and the network has many more to come. Expected to consume only two weeks, NBC now is expected to be on the stand all of November and possibly longer.

After NBC, several weeks will be taken by witnesses for the Columbia Broadcasting System and then by the Mutual Broadcasting Company. Transcription companies and copyright matters are due to consume more time.

The FCC will take time out for the Thanksgiving and Christmas holidays.

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## ROYAL TALKS ON PROFANITY AND PROGRAMS IN FCC QUIZ

John F. Royal, Vice-President of the National Broadcasting Company in Charge of Programs, talked at length on the network's program policies and his own views on profanity as the chain-monopoly inquiry was recessed Thursday until next Tuesday.

Questioned by counsel for the Federal Communications Commission regarding the broadcasting of "Beyond the Horizon", Eugene O'Neill's Pulitzer prize play, Mr. Royal said that the use of such expressions as "My God!" and "You can go to hell for that" were not profane as they were uttered by a deeply religious man.

The FCC cited NBC stations for a hearing after receiving a complaint against the broadcast recently and then renewed all licenses without the inquiry when a public outcry against censorship was raised.

Mr. Royal told the Commission that NBC's program service involves an expenditure of \$100,000,000 a year and that the network spends \$5,000,000 for sustaining programs, not counting overhead expenses.

"We endeavor to give everyone an equal opportunity", Mr. Royal said. "We make provision for it on our own programs, and we insist upon it in the case of commercially sponsored programs."





11/18/38

Chairman McNinch questioned the latter assertion, and the witnesses supported it by citing the "Johnson case".

"General Hugh Johnson made some critical comments on a book which the young man who wrote it wanted to answer, and time was given him on General Johnson's commercial program, time to do it", Mr. Royal said.

The young man referred to was Ferdinand Lundberg, author of "America's Sixty Families", which was the book criticized by General Johnson.

"Would time be afforded similarly, if requested, for expression of views contrary, for instance, to those voiced by Mr. Cameron during the Ford Sunday Evening Hour", Mr. McNinch asked.

"I can't answer that", Mr. Royal said. "Columbia broadcasts that program."

Under cross-examination concerning the suitability of "Dick Tracy" as entertainment for children, Mr. Royal agreed that it had been the subject of criticism, "justifiably so at times", but that he considered it on the whole "very good". He did not think that any of NBC's "Children Hour" programs were "sensational" or "nerve-racking", nor of a nature unduly to excite children, as alleged in complaints cited by FCC counsel.

"Radio is not to be blamed for all excitable children, or adults", he said.

Questioned by NBC counsel Philip J. Hennessey as to contributions made by NBC to the development of the arts, Mr. Royal cited the NBC Symphony Orchestra with Arturo Toscanini, and stated that now, after only one year, it is regarded by the world's greatest conductor "as a great orchestra".

Mr. Royal was asked by Georger Porter, Assistant FCC Counsel, whether he believed that it was a good policy to ask artists to sign exclusive contracts with NBC. Mr. Royal declared he did, because such exclusive contracts were made only with artists who had special attributes which NBC desired to have identified exclusively with its networks.

"You wouldn't expect to have Babe Ruth playing for the Yankees one day and the Giants the next", he said, "and I wouldn't want Charlie McCarthy on NBC one night and on Columbia or Mutual the next."

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The first of the year was a very busy one for the  
company. The new product was introduced and the  
sales were very good. The company was very  
successful in the first quarter of the year.

The second quarter was also very successful. The  
company was able to increase its sales and  
profit. The new product was well received by  
the market and the company was able to  
expand its business.

The third quarter was a very busy one for the  
company. The new product was introduced and the  
sales were very good. The company was very  
successful in the third quarter of the year.

The fourth quarter was also very successful. The  
company was able to increase its sales and  
profit. The new product was well received by  
the market and the company was able to  
expand its business.

## DATA ON ARTISTS, STATISTICS BURY COMMISSIONERS

Numerous exhibits setting forth radio statistics and data on radio artists engaged by the NBC Artists Bureau, Inc., almost swamped the Federal Communications Commission's committee engaged in conducting the chain-monopoly hearing this week.

Daniel S. Tuthill, Managing Director of the Artists Service, explained the role of his bureau in the network organization, while Hugh M. Beville, head of the Statistical Department, produced the charts and tables.

Under cross-examination by William J. Dempsey, FCC Chief Counsel, Mr. Tuthill said that although NBC artists' contracts carry a clause restricting their performance to the NBC network, actually the artists are permitted to appear on rival networks or stations. He added that this had been NBC's policy for the past five years. He could not explain why the clause still appears in the contracts.

Chairman Frank R. McNinch asked him if he would recommend that the exclusive clause be deleted from future contracts. After some hesitation, Mr. Tuthill said he would.

According to a consolidated statement for the year 1937 submitted by Mr. Tuthill, gross revenue from the "sale of talent" totaled \$6,032,274, of which \$5,357,382 was paid out to entertainers, the Bureau retaining the balance of \$674,891, or 8.2 percent, as its fee for management.

Direct operating expenses accounted for \$388,008, leaving a net balance of \$286,822 "for profit and general overhead costs not included in the direct operating expenses of the Bureau".

A breakdown of the gross revenue from sales during 1937 was submitted, showing that of the total income of \$6,032,274, commercial radio advertisers had paid \$4,028,187 for the services of "managed artists", and that this amount included \$3,600,342 for appearances on NBC programs, \$408,805 for engagements with the Columbia Broadcasting Service, and \$17,040 for appearances on Mutual network programs.

Mr. Beville reported a total ownership in the United States of 37,666,666 receiving sets, or 290 sets per 1,000 population.

He told the FCC committee that almost half of the nation's radio families were in the \$1,000-\$2,000 income group. As indicating the importance of radio in the lives of these families, he said that the American family with an income of \$1,160 a year spends only \$30 annually for "recreation", a term which covered, in addition to expenditures for radio sets, participation in every form of entertainment, games or sport.



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An average of slightly more than four out of ten of these families which have radio sets use them during the evening hours, Mr. Beville said, with an average listening time per family of four and a half hours a day.

In the number of sets owned, Germany, with 9,807,454, ranked next to the United States; Great Britain third, with 8,479,500, and France fourth, with 4,163,692, followed by Russia and Japan, owning respectively 3,760,400 and 3,402,489 sets.

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### CHURCH PROPOSES CODE FOR RADIO REGULATION

Regulation of the broadcasting industry by a code under Federal supervision is proposed by the Department of Research and Education of the Federal Council of Churches of Christ in America in a book, "Broadcasting and the Public", just published (New York; the Abington Press).

The conclusions are based on an exhaustive and impartial study of the problems of Federal regulation of radio.

The code proposal - which is similar to the voluntary self-regulation plan suggested to the Federal Communications Commission this week by David Sarnoff, President of the Radio Corporation of America - is outlined as follows:

"The principle of regulation by codes cooperatively formulated, with the sanction of government, has been found to be fruitful. We believe that it might well be used, under federal auspices, in the radio industry. A prime requirement, of course, is that the building of codes shall be a process in which every agency capable of representing a valid social concern shall participate. On the side of the industry this means owners of stations and networks, management, labor, and the commercial sponsors. On behalf of the community it means the schools, the churches, the libraries, and voluntary cultural associations of all types that can represent a 'consumer' interest. . . .

"We cannot fairly demand that the industry be responsive to public need without making provision for the intelligent and considered expression of that need. We believe the most effective way to achieve equity and to maintain liberty is to provide for cooperative action on the part of disinterested groups of educators, social workers, religious leaders, and other cultural associations looking toward the enrichment of radio programs through the assignment of frequencies to those applicants who are most responsive to public opinion and most sensitive to social needs. This would seem to be the most effective means of securing non-partisan, uncorrupted control. Unprejudiced testimony, well documented, publicly given as a matter of right and made a

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DECLASSIFICATION AUTHORITY DERIVED FROM:

1. Executive Order 11652, signed by President John F. Kennedy, which authorized the declassification of records relating to the activities of the Central Intelligence Agency and its personnel.

2. Executive Order 11759, signed by President John F. Kennedy, which authorized the declassification of records relating to the activities of the Central Intelligence Agency and its personnel.

3. Executive Order 11811, signed by President John F. Kennedy, which authorized the declassification of records relating to the activities of the Central Intelligence Agency and its personnel.

4. Executive Order 11935, signed by President John F. Kennedy, which authorized the declassification of records relating to the activities of the Central Intelligence Agency and its personnel.

5. Executive Order 12065, signed by President John F. Kennedy, which authorized the declassification of records relating to the activities of the Central Intelligence Agency and its personnel.

matter of public record, furnishes, we believe, the best basis for responsible democratic administration of the law in the assignment of broadcasting rights. By such means the administrative process of granting and renewing licenses may become, not an arbitrary procedure, but an important means of selection among factors seeking to mold American culture.

"This, we believe would be the best approach in a democracy to the building of standards. The continual evolution of standards that reflect the intellectual, esthetic, and moral judgment of the community and bear testimony to a will on the part of the industry to be responsive to the demands of the community - this is the heart of the problem of social control in a nation which deliberately rejects an unlimited concentration of power in the hands of government. . . .

"What we are proposing is not a quick panacea. The methods of democratic control are evolved slowly. The initiative must rest with the organized forces of American community life. Our proposal requires the assumption of responsibility on the part of these forces for an educational task. It will not be sufficient that self-appointed or arbitrarily selected spokesmen of various community interests shall undertake to appear at occasional hearings. There is already too much of irresponsible and unconvincing utterance on the part of individuals who fancy that they speak for large constituencies.

"What is needed is that the permanent associations representing business, labor, and professional life and other permanent bodies of citizens having a cultural purpose shall regard it as one of their functions to evaluate broadcasting as a community service. There should be continual interchange of opinion between official, intelligent, and public-spirited representatives of such groups and the broadcasters themselves."

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#### DEVICE MEASURES AIR SPEED BY SHORT WAVES

A United States Navy physicist has obtained a patent on a device for measuring the speed, distance and direction of moving objects - especially airplanes - by short radio waves moving with the speed of light.

The device as described by its inventor, Dr. Ross Gunn, Technical Adviser for the United States Naval Research Laboratory, should make it possible for an aviator to orient himself at any time with respect to one or more fixed ground stations, or for such a ground station as division headquarters in the course of a battle to locate all its planes remaining in the air.

It is based on a physical principle used chiefly in the past by astronomers to determine the direction and speed of motion





of distant stars and galaxies. This is the so-called Doppler (principle). The wave lengths of light, or any other form of wave energy, emitted by any moving object, such as a star, appear longer or shorter to a stationary observer, depending on the direction in which their source is moving. The amount of this shortening or lengthening depends on the speed of motion.

Thus green light emitted by a star moving away from the solar system at the rate of a thousand miles a second would be slightly more yellowish when it reached the earth than it was originally. Radio waves differ essentially from light waves only in that they are thousands of times longer. They show the same lengthening and shortening effect.

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\* \* \* TRADE NOTES \* \* \*

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The first television broadcast from the New York World's Fair was made Thursday after the arrival of the two trucks that represent the "telemobile" unit of the Radio Corporation of America and the National Broadcasting Company, designed to begin public television distribution with the public opening of the grounds. The first ceremony caught by the apparatus and transmitted to the NBC studio was the celebration of the arrival from The Netherlands of 1,000,000 tulip bulbs for the Fair.

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William S. Paley, President of the Columbia Broadcasting System, Inc., on October 24th executed a letter terminating the voting trust for Class B shares of the company, it was announced this week. The voting trust for this stock was created by an agreement made in September, 1934.

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The first official figures issued since Germany took over the country show that, on October 1, Austria had 643,389 listeners, giving Greater Germany a "listening density" of 14% compared with 14.7% before the union. Total number of listeners in Greater Germany, excluding Sudetenland, is now 10,398,000.

Austrian listeners will continue to pay a monthly license fee of 1.47 marks until April, 1939, when they will be brought into line with the rest of Germany, where the fee is 2 marks a month. Austrian listeners used to pay two Austrian schillings.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**

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No. 1177



November 22, 1938

## CENSUS BUREAU FINDS RADIO SALES OFF FOR 1938

Radio retail sales throughout the country during the first half of this year were 22.4 percent under those for the corresponding period in 1937, William L. Austin, Director of the U. S. Bureau of the Census, announced this week.

Releasing a preliminary report on the census survey of business for 1937-38, Mr. Austin stated that 250 sample radio stores over the United States, with aggregate sales of \$8,080,000 in 1937, were 44.2 percent ahead of 1935, the latest year covered by the regular business census.

A comparison with previous census totals for number and sales of all retail radio stores follows:

|             | <u>Stores</u> | <u>Sales</u>  | <u>Change From<br/>Preceding Period</u> |
|-------------|---------------|---------------|---|
| 1929 Census | 16,037        | \$561,772,000 | ---                                     |
| 1933 Census | 8,161         | 113,899,000   | -79.7%                                  |
| 1935 Census | 4,296         | 57,152,000    | -49.8%                                  |

Identical stores included in this survey:

|                 |     |           |        |
|-----------------|-----|-----------|--------|
| Year 1935       | 243 | 5,602,000 | ---    |
| Year 1937       | 243 | 8,080,000 | +44.2% |
| First Half 1937 | 243 | 3,897,000 | ---    |
| First Half 1938 | 243 | 3,024,000 | -22.4% |

All geographic divisions show sales increases from 1935 to 1937. A comparison of the first half of 1938 with the first half of 1937 shows increases of 5.9 percent and 10.8 percent, respectively, for the West South Central Division and the East South Central and Mountain Divisions combined, with decreases for the remaining divisions, ranging from 12.4 percent for the West North Central Division to 36.7 percent for the East North Central Division. The total volume of sales for 1937 was distributed by quarters, as follows: First quarter 21.5%; second quarter 26.7%; third quarter 24.3%; fourth quarter 27.5%.

Of the 243 stores included in the survey, 34 reported no paid employees. The remaining 209 reported payroll, exclusive of the services of proprietors, to the amount of \$1,035,000 for 1937, representing an increase of 34.6 percent over their payroll for 1935. They reported a total payroll of \$459,000 for the first half of 1938, a decrease of 6.1 percent as compared with the same period of 1937. A summary comparison of payroll and sales follows:

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| 1945 | 1945 | 1945 |
|------|------|------|
| 1945 | 1945 | 1945 |
| 1945 | 1945 | 1945 |
| 1945 | 1945 | 1945 |

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| 1945 | 1945 | 1945 |
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| 1945 | 1945 | 1945 |
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|  | <u>Percent</u><br><u>Sales</u> | <u>Change</u><br><u>Payroll</u> |
|--|--------------------------------|---------------------------------|
| Year 1937 compared with 1935                     | +44.2                          | +34.6                           |
| First half 1938 compared with<br>first half 1937 | -22.4                          | - 6.1                           |

The stores included in this survey constitute a sample of 10 percent in sales and six percent in number of all radio stores shown in the 1935 census. A summary follows:

|                | <u>Stores</u> | <u>Sales in 1935</u> |
|----------------|---------------|----------------------|
| 1935 Census    | 4,296         | \$57,152,000         |
| 1937 Survey    | 243           | 5,602,000            |
| Percent Sample | 6%            | 10%                  |

"The data contained in this report were supplied by 243 radio dealers", Mr. Austin explained", who submitted returns for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the retail radio trade, but rather to provide a reliable indicator of trends since the last regular Business Census. The canvass for the Survey was conducted by mail from lists composed only of stores included in the 1935 Census of Business. Stores with 1935 sales of less than \$5,000, and those which came into existence since 1935 were not canvassed, and those which have gone out of business necessarily are omitted. Reporting for this Survey was voluntary; hence, some stores failed to cooperate or delayed their returns beyond the closing date."

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#### WMCA TAKES ISSUE WITH FATHER COUGHLIN'S ADDRESS

Station WMCA, New York, broadcast Sunday afternoon, after an address by the Rev. Charles E. Coughlin of Royal Oak, Mich., on Nazi persecution of the Jews in Germany, a charge that "unfortunately Father Coughlin has uttered certain mistakes of fact", according to the New York Times. This statement preceded the usual waiver of responsibility for his broadcasts.

This was believed to be the first time that a radio station had taken issue with a speaker on a sponsored or commercial program. Father Coughlin's address was a commercial program broadcast from Royal Oak over a nation-wide network. The station did not specify the statements with which it took issue and made no transcript available, asserting that no recording had been made.

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THE UNITED STATES OF AMERICA  
DO hereby certify that  
the within and foregoing is a true and correct copy  
of the original as the same appears on the records of the  
Department of the Interior.

WITNESSED my hand and the seal of the Department of the Interior  
at Washington, D.C., this 1st day of January, 1901.  
DEPARTMENT OF THE INTERIOR  
BUREAU OF LANDS

AND I hereby certify that the within and foregoing is a true and correct copy of the original as the same appears on the records of the Department of the Interior.

ATTEST

WITNESSED my hand and the seal of the Department of the Interior  
at Washington, D.C., this 1st day of January, 1901.

THE UNITED STATES OF AMERICA  
DO hereby certify that  
the within and foregoing is a true and correct copy  
of the original as the same appears on the records of the  
Department of the Interior.

ATTEST

## "AFTER DINNER SPEECHES" AT CHAIN-MONOPOLY QUIZ HIT

Chairman Frank R. McNinch, of the Federal Communications Commission, criticized some of the "beautifully printed . . . after dinner speeches" that have been presented at the chain-monopoly hearing during the course of a speech at a district convention of the National Association of Broadcasters at White Sulphur Springs Saturday night.

While explaining that the hearing already has produced valuable information, Mr. McNinch said the FCC Committee is not entirely satisfied with the type of testimony it received in prepared statements.

Much of this testimony, he said, has been irrelevant and "chiefly laudatory of the industry",

"We will decide very shortly just what to exclude", he added. "I can promise you that within the limits of human fallibility no line of relevant, factual and dependable evidence will be barred. But we are not going to have 'after dinner speeches'."

Discussing the aim of the FCC in conducting the monopoly investigation, Chairman McNinch said:

"Let no one imagine that this Commission will be technical, that it will merely hunt for such monopoly as might find embodiment in corporate ownership or legal - or illegal - contract. We are deeply anxious to discover whether there is a concentration of control amounting to a practical monopoly. We will study, for example, the effect of control by leases, management controls and other devices. If there is a monopoly, it exists in direct violation of the law and it will be suppressed. If there is no monopoly, then we will examine nevertheless the extent to which there may be developing a centralization of control.

"Our actions will be shaped to the end that there be no centralization of control, that you and your stations retain autonomy within the industry and an adequate measure of self-control in relation to the Government. This self-control, or self-regulation, must of course be harmonized with, or adjusted to, effective regulation by the Communications Commission in accordance with the statute and the policies we establish within the statutory frame. Through self-control of that kind, rather than through any centralized control, you will best serve your communities. In so doing I believe you will also serve best your own interests.

"To determine whether there is any monopoly or any centralization of control and for other reasons, too, we will inquire closely into the ownership and control of broadcasting stations. We will also be concerned with the influence or potential influence which may be exercised over the stations. I believe





this inquiry will yield important results, whatever the showing may be with respect to monopoly. For the first time since the birth of the broadcasting industry we will get a complete record of the ultimate ownership or control or affiliation of every station. Heretofore such information has usually been limited to the identity of the licensee and where the licensee is a corporation, the identity of the stockholders and directors of this corporation. There is reason to believe that when stockholdings and other interests are traced out the actual or ultimate ownership or control of some stations will appear in a different light."

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#### NAB DISCUSS PLANS FOR PROGRAM IMPROVEMENTS

Agreed that program standards at local radio stations should be raised, broadcasters from four States and the District of Columbia wound up a two-day meeting at White Sulphur Springs last Sunday with a discussion of methods for improvement.

Approximately 35 radio stations in West Virginia, Virginia, North Carolina, Maryland and the District of Columbia, many of them owned by newspaper publishers, were represented. Neville Miller, of Washington, President of the National Association of Broadcasters, spoke.

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#### RADIO HANGS FROM CHANDELIER IN GERMAN PATENT

A combined ceiling light, radio receiver, and loud-speaker, which is hung from the ceiling like an electric light fixture, is revealed in a patent granted to three German inventors of Berlin, according to World-Radio. The purpose of the ceiling-mounted radio is to conserve room space and eliminate the chance of damage to which table-mounted or floor receivers are exposed.

Tuning is accomplished by long, telescoping shafts, which have tuning knobs on the end. The shafts hang so that all a listener need to is raise his hand from the chair to tune in the program. When not in use the knobs are pushed upward, telescoping the shafts. In this manner both knobs and shafts are pushed out of the way.

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## TELEVISION GADGETS PLANNED; PHILCO SEES ATTACHMENTS

As business circles in New York reported that radio manufacturers are planning to introduce new sets with attachments designed to receive television sound signals, the Philco Radio and Television Corporation this week asserted that converters may be made eventually for attachment to radio receivers.

The New York Times, on its business page of last Friday said:

"In an effort to prevent the obsolescence of radios with the advent of television, several manufacturers will introduce next year's radio sets with special short wave bands, thereby making sound reception from television stations possible. Through a device a television set without sound can be attached to the radio, so that both sound and sight reception will become available to owners of these radios. RCA Manufacturing Company is reported to be working on these new sets and will probably have them ready in April. Other manufacturers are also scheduled to bring them out."

This week Larry E. Gubb, President of Philco Radio & Television Corp., issued a statement which said, in part:

"Can radio sets sold today later be used for the reception of television sound signals?

"This question is agitating the radio trade and the public today as the result of certain claims which have recently been made in the press.

"Since the answer is both 'yes' and 'no' the subject needs clarification.

"Philco engineers have explained the matter to me. I restate it in lay language - First the 'no' part:

"No radio receivers sold today or likely to be sold in the near future are designed to receive directly television sound signals. The signals are broadcast on frequencies from 44 to 108 Megacycles. No commercial receivers are available that receive up to much more than 22 Megacycles. So all the talk about selling present day short wave receivers by telling the prospect that they will receive television sound signals directly is quite misleading and likely later to be a boomerang to the unsuspecting dealer who in his ignorance uses such a sales story.

"Now as to the 'yes' part:

"When television does come, converters can easily be made and sold which will convert the television sound frequencies into lower frequencies which can be received by most of the better sets of any make now in use or offered for sale today.



"The most convenient conversion frequency will be between 8 and 17 Megacycles because the sound intermediate frequency used in television receivers will be within that frequency range.

"If 8 to 17 Megacycles is used no separate converter will be necessary. A television receiver could be offered for sale using an intermediate frequency of 8 to 17 Megacycles. The receiver would feed the picture signal to the picture tube in the regular way. But it would feed the converted sound signals to two terminals which could be connected by wires to the antenna and ground of any good American and foreign radio, containing either a 5.8 to 18 megacycle band or a 7 to 22 megacycle band. The user could tune the radio to whatever predetermined frequency between 8 and 17 megacycles is used and receive the television sound signal in perfect synchronization with the picture signal on his television receiver.

"Thus it is possible for dealers to advise prospects that if they purchase almost any one of the better American and foreign receivers on the market today they can use it to supply sound that will accompany television pictures of the future provided the necessary converter, either separate or as part of a purely television picture receiver, is employed.

"While we at Philco are glad to show how good present-day radio sets may be used in the future to save money on television, we feel that we ought to say this is by no means the main reason for a prospect buying a radio today.

"The main reason is that a good radio bought today will bring in and continue to bring in through its whole lone life, radio programs which will continue to grow better and better, year after year.

"Television will never supplant radio. Television is simply another service. Radio will go on. Millions of radios will be bought every year and radio programs as we now know them will continue until the end of time."

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The Directors of two stations of All-India Radio, a broadcasting official of the Government of Hyderabad, two members of the staff of the Canadian Broadcasting Corporation, and a nominee of the Rockefeller Foundation, New York, are among the seventeen students of the current course at the British Broadcasting Corporation's Staff Training School. The school was set up two years ago in order that new members of the staff might be given a comprehensive introduction to the policy and practice of broadcasting in Britain and to the constitution of the BBC, and that officials of longer service might receive the "refresher" courses made advisable by the constantly changing practice of broadcasting. Officials of oversea broadcasting organizations who desire to study British technique and British methods of overcoming common problems, are also welcomed as students.

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## McNINCH TAKES UP PAYNE CUDGEL FOR CHILDREN

Although Chairman Frank R. McNinch and George Henry Payne are still far apart on the policies of the Federal Communications Commission, the Chairman has taken up the cudgel in behalf of juvenile radio listeners in his two recent speeches.

A week ago he commended broadcasters for "studying" children's radio programs and suggested they may well be improved, and last Saturday night he again spoke of the need for reform in this type of broadcasting.

Commissioner Payne, who frequently has assailed the "horror" type of children's programs, has been somewhat silent of late.

Chairman McNinch in his NAB address said:

"I want to suggest one character of program material that, in my opinion, has been and is now being given most thoughtful consideration by the listening public. I refer to what are called 'bedtime', or children's programs. I do not believe anyone, whether a member of the industry or of the Commission, can be insensible to the fact that there has been increasing criticism of certain types of children's programs. I commend to you broadcasters the careful consideration of all suggestions and criticisms which have come to your attention. Whatever there may be in children's programs that may be improved in quality, while at the same time maintaining or increasing their interest to the children, will win for you a new measure of public good will."

Mr. McNinch opened his address with a reminder to the broadcasters that the radio waves still belong to the public. At the same time he said he is not opposed to a "reasonable return" on investments in radio stations.

"Underlying every phase of broadcasting is the basic fact that all radio frequencies belong to the people", he said. "No broadcaster has or can acquire any vested interest or right in a frequency. He is only licensed to use a frequency in the public interest. This definitely stamps radio with a peculiarly high obligation to put public service ahead of all other considerations. This means that the primary use of these frequencies should be to serve the American people through programs that are informative, educational, entertaining, or now and then perhaps all three.

"Such a policy is not inconsistent with the making of a reasonable return upon investment, provided there is good management. But it excludes any right to make such a profit at the expense of the quality of the service rendered.



"Only those who may be lacking in understanding and vision will pursue any policy which results in short-changing the public they serve. The public is quick to discern any misuse or abuse of this part of the public domain. In short, the broadcasters are trustees for the public. If this principle is accepted and carried into action, we may safely predict that broadcasting will continue to grow in popular favor. But, if some are so short-sighted as not to realize their responsibility, they may look forward with certainty to a day when a dissatisfied, disappointed, or even outraged public will call them to a strict accountability.

"While the public may not be technically informed about radio, its considered opinion about the service rendered, its quality and character, is more safely to be trusted and followed than the opinions of either Commissioners or broadcasters. If all of us who have to do with radio bear this cardinal fact in mind and interpret as accurately as we can crystallized public opinion, we will better serve the public."

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#### RADIO HELPS NPC CELEBRATE

Although unheard of at the time of the organization of the National Press Club in Washington 30 years ago, radio was well represented at the gala dinner celebrating that event last Saturday night. President Franklin D. Roosevelt, who has been a member of the club for many years, was the guest of honor. Gene Buck, President of the American Society of Composers, acted as master of ceremonies. An impressive event of the evening was an ovation received from the newspaper men by Secretary of State Cordell Hull.

Among those present connected with the radio industry were: Kenneth H. Berkeley, National Broadcasting Company, Washington; Louis G. Caldwell, counsel for Station WGN; Martin Codel, editor Broadcasting Magazine; Bond P. Geddes, Executive Vice President, Radio Manufacturers' Association; Earl Godwin, radio commentator; F. P. Guthrie, R.C.A. Communications, Inc., Washington; George R. Holmes, President, Gridiron Club, radio commentator; L. M. Lamm, radio writer; Sir Willmott Lewis, radio commentator; Edgar Morris, Washington Zenith distributor; Frank M. Russell, Vice President, National Broadcasting Company, Washington; Oswald F. Schuette, Radio Corporation of America, Washington; Kurt G. Sell, German Broadcasting Company.

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The first part of the report deals with the general situation of the country. It is a very interesting and informative study of the country's development. The author has done a great deal of research and has gathered a wealth of material. The report is well written and is easy to read. It is a valuable contribution to the study of the country's development.

### THE ECONOMIC SITUATION

The economic situation of the country is a very complex one. It is a result of many factors, including the country's history, its geography, and its social structure. The author has done a great deal of research and has gathered a wealth of material. The report is well written and is easy to read. It is a valuable contribution to the study of the country's development.

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### CONCLUSION

The report is a valuable contribution to the study of the country's development. It is well written and is easy to read. It is a valuable contribution to the study of the country's development.



## ROYAL CROSS-EXAMINED AS FCC INQUIRY RESUMES

Cross-examination of John F. Royal, Vice-President of the National Broadcasting Company, in charge of programs, was resumed Tuesday by William J. Dempsey, counsel for the Federal Communications Commission, as the FCC chain-monopoly investigation continued after a recess since last Thursday.

The next NBC witnesses scheduled to be heard are to deal with the technical aspects of network operations. They are O. B. Hanson, Vice President and Chief Engineer, and B. F. McClancy, Traffic Manager.

Following will be four witnesses on network operations. They are: Philip I. Merryman, W. G. Lent, William S. Hedges, and Dr. C. B. Jolliffe.

Alfred H. Morton and Roy C. Witmer will come next with testimony on local station operation, while Frank E. Mason will follow with a brief discussion of the short-wave broadcasting of NBC.

Mark Woods, Vice President and Treasurer, will testify as to the financial affairs of the network.

The last and major witness will be Lenox R. Lohr, President of NBC, who will discuss the policies and management of NBC.

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## NORWAY TESTS RADIO TRANSMITTER FOR WHALES

The American Consulate General at Oslo reports that Norwegian manufacturers of broadcasting equipment are experimenting with the construction of small radio transmitters to be placed on floating whales to mark their position so that in foggy weather the whales may be located by the whale-catchers by means of direction finders. The experiments carried on by the firm Norsk Telefunken Radioaktieselskap, Pilestredet 750, Oslo, in collaboration with Henry Olsen, a wireless operator employed on the Norwegian whaling factory "Kosmos" have resulted in an apparatus transmitting in the 600-800 waveband. The transmitter is placed inside a stainless steel drum together with the necessary batteries, and the apparatus is attached to the whale by means of a lance, which also carries the identifying flag of the whaling company. When placed on the whale, the transmitter operates automatically until again picked up by aid of the direction finder. The cost of a transmitter is 600 crowns.

Inasmuch as this is the first season that radio transmitters to mark the location of dead whales have been in practical use on the whaling ground, the Norwegian manufacturers are reluctant to give detailed information, the Consulate General said.

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 ::: TRADE NOTES     :::  
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The Crosley Radio Corporation, of Cincinnati, has applied to the Federal Communications Commission for permission to change its name to the Crosley Corporation. This follows reports that Powel Crosley, Jr., is preparing to enter the automobile manufacturing field.

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Apparently a new slogan of the ASCAP is "Justice for Genius", which now appears on the front of all of its letters.

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A suggestion that Lenox Lohr, President of the National Broadcasting Company, may be contemplating resigning was carried in "The New Yorker" column of Leonard Lyons last Saturday. The note said: "David Sarnoff: Is your NBC president on the way out?"

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Plans are being prepared for a joint propaganda British campaign for television by the Radio Manufacturers' Association and the British Broadcasting Corporation. Most of the leading television manufacturers are understood to have contributed to a fund for a campaign in the London area which will include the use of newspapers and other media. It is reported that the BBC's contribution will include the donation of space in The Radio Times, the official broadcasting program weekly.

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Increased activity resulting from the reorganization of last Spring has made the National Association of Broadcasters look about for new quarters. NAB will move from the National Press Building on January 1st to a new building, as yet unnamed, on K Street, just west of Sixteenth.

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The National Broadcasting Company has added two more stations to its networks, bringing the total to 162. The 161st station to become affiliated with the NBC will be made available to either the Red or Blue basic networks on December 11, when WLBZ, Bangor, Maine, becomes an NBC supplementary station. It operates on 620 kc. with 1,000 watts power.

The 162nd station is WRDO, Augusta, Maine, a 100-watt operating on a local channel of 1370 kc. Like WLBZ a full-time station it is owned by WRDO, Inc., and also becomes an NBC affiliate December 11th.

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The Don Lee Broadcasting System of San Francisco, Calif., has amended a former application for a construction permit for a new television station to use 42,000-56,000 kilocycles, 250 watts power. The company formerly had asked for 50,000-56,000 kilocycles.

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11/22/38

Visitors to General Electric's building at the New York World's Fair next year will not only see, but will participate in television programs. G.E. will establish in its building a studio with a number of television receivers, camera, and transmitting equipment, according to a joint announcement by Dr. W.R.G. Baker, Managing Engineer of the General Electric Radio Division, and Chester H. Lang, Advertising Manager. The receivers will be available for the reception of all television programs broadcast by transmitters in the New York area during the Fair. In between times, a permanent program director will initiate visitors into the experience of acting before the television camera.

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"Radio Facsimile" is the title of a 353-page volume just issued by RCA Institute's Technical Press. It contains an assemblage of papers from engineers of the RCA Laboratories relating to the radio transmission and recorded reception of permanent images.

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S. Sagall, Managing Director of the Scophony Limited (London company), plans to be in United States this month, for the purpose of arranging an exhibit for the New York World's Fair, according to the American Commercial Attache, London. This London company, of which Mr. Sagall is the founder, is affiliated with E. K. Cole, Limited, radio manufacturers, which company has a substantial interest in Scophony Limited.

Mr. Sagall has attempted to persuade the British Board of Trade to sponsor a British television exhibit at the Fair, but has been unsuccessful in his efforts, since most of the potential exhibitions would be affected by patent difficulties. He therefore hopes to arrange for an independent Scophony Exhibit at the Fair. Mr. Sagall hopes that his visit will result in the formation of an American company to take over Scophony's United States patents, since certain concerns, cinema and financial, have already displayed interest in the company's large screen television.

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DUE TO THE THANKSGIVING HOLIDAYS, THE ISSUE OF  
NOVEMBER 24TH WILL BE OMITTED; THE NEXT ISSUE WILL BE ON  
TUESDAY, NOVEMBER 29TH.

R. D. H.

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*(continued)*

*Journal of Management Education*



# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**

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No. 1178



November 29, 1938

## FTC SAYS STATIONS AID IN RADIO AD CHECK-UPS

The broadcasting industry cooperates with the Federal Trade Commission in its efforts to eliminate fraudulent or misleading advertising from the air, the Commission stated in its annual report released this week.

Out of 490,670 commercial continuities examined by the FTC staff, only 1,544 became the basis for prospective cases, the report disclosed.

"The Commission, in its systematic review of advertising copy broadcast over the radio, issues calls to individual radio stations about four times yearly", the report explained. "The continuity returns resulting from such calls for commercial script cover specified 15-day broadcast periods.

"National and regional networks respond on a continuous weekly basis, submitting copies of commercial continuities for all programs wherein linked hook-ups are used involving two or more affiliated or member stations.

"Producers of electrical transcription recordings submit monthly returns of typed copies of the commercial portions of all recordings produced by them for radio broadcast. This material is supplemented by periodical reports from individual stations listing the programs of recorded transcriptions and other essential data.

"The combined radio material received furnishes representative and specific information on the character of current broadcast advertising which is proving of great value in the efforts to prevent false and misleading representations.

"During the fiscal year ended June 30, 1938, the Commission received 490,670 copies of commercial radio broadcast continuities, amounting to 1,069,944 pages of typewritten script. These comprised 677,074 pages of individual station script and 392,870 pages of network script.

"The special board, through its examining staff, read and marked 490,612 commercial radio broadcast continuities, amounting to 885,857 pages of typewritten script. These comprised 352,870 pages of network script and 532,987 pages of individual station script. An average of 2,905 pages of radio script were read each working day. From this material, 22,959 commercial broadcasts were marked for further study as containing representations that may have been false or misleading. The 22,959 questioned commercial continuities provided current specimen for check with existing advertising cases as to their compliance with

THE STATE OF TEXAS, COUNTY OF DALLAS.

I, the undersigned, a Notary Public in and for the State of Texas, do hereby certify that the within and foregoing is a true and correct copy of the original of the same, as the same appears from the records of the County of Dallas, State of Texas.

Witness my hand and the seal of my office, at Dallas, Texas, this 1st day of January, 1900.

Notary Public in and for the State of Texas.  
My commission expires the 1st day of January, 1901.

Subscribed and sworn to before me this 1st day of January, 1900, at Dallas, Texas.

Notary Public in and for the State of Texas.  
My commission expires the 1st day of January, 1901.

Subscribed and sworn to before me this 1st day of January, 1900, at Dallas, Texas.

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actions, stipulations, and orders of the Commission and formed the bases of 1,544 prospective cases not previously set aside for investigation.

"The Commission has developed from its commercial broadcast review data analyses showing the principal sources of false and misleading advertisements, segregated as to network, transcription, and individual station type of broadcasts, the latter being further broken down as to zone location and transmitting power. Such analyses are prepared only for the Commission's use in this type of work.

"Many requests have been received from radio stations for advice and information concerning certain advertisers and their products. The Commission cannot give the information requested in many cases either because the matters may be under investigation or it is not fully advised of all the facts and cannot render opinions therein. It is the Commission's policy to treat as confidential all proceedings prior to acceptance of a stipulation or issuance of a complaint. After a stipulation has been accepted and approved, or a complaint issued, the facts concerning such proceedings are for the public record and available to anyone who may request them.

"In general, the Commission has received the helpful cooperation of nation-wide and regional networks, and transcription producers, in addition to that of some 617 active commercial radio stations, 252 newspaper publishers, and 408 magazine publishers, and has observed an interested desire on the part of such broadcasters and publishers to aid in the elimination of false, misleading, and deceptive advertising."

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#### NAB NAMES GROUP TO STUDY RADIO CODE

The National Association of Broadcasters last week, through its President, Neville Miller, announced the appointment of a committee to "recommend procedures leading to self-imposed regulation of American radio and the development of program standards for the broadcasting industry under NAB jurisdiction".

The following broadcasting leaders were named to the committee, representing a cross-section of network and independent radio station operation:

Edward Klauber, Executive Vice-President, Columbia Broadcasting System; Lenox R. Lohr, President, National Broadcasting Company; Theodore Streibert, Vice-President, Mutual Broadcasting System; Paul Morency, WTIC, Hartford, Conn.; Edgar Bill, WMBD, Peoria, Ill.; Ed Craney, KGIR, Butte, Mont.; and Mr. Miller.

The committee will hold its first meeting in New York December 5th. It will bring in its final recommendations to the Board of Directors of the Association meeting in Washington, December 12 and 13.

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1. The first of these is the fact that the Commission has not yet received the information it needs to make a decision on whether or not to grant the application. The Commission is therefore unable to make a decision on whether or not to grant the application at this time.

2. The second of these is the fact that the Commission has not yet received the information it needs to make a decision on whether or not to grant the application. The Commission is therefore unable to make a decision on whether or not to grant the application at this time.

3. The third of these is the fact that the Commission has not yet received the information it needs to make a decision on whether or not to grant the application. The Commission is therefore unable to make a decision on whether or not to grant the application at this time.

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THE COMMISSION HAS NOT YET RECEIVED THE INFORMATION IT NEEDS TO MAKE A DECISION ON WHETHER OR NOT TO GRANT THE APPLICATION.

4. The fourth of these is the fact that the Commission has not yet received the information it needs to make a decision on whether or not to grant the application. The Commission is therefore unable to make a decision on whether or not to grant the application at this time.

5. The fifth of these is the fact that the Commission has not yet received the information it needs to make a decision on whether or not to grant the application. The Commission is therefore unable to make a decision on whether or not to grant the application at this time.

6. The sixth of these is the fact that the Commission has not yet received the information it needs to make a decision on whether or not to grant the application. The Commission is therefore unable to make a decision on whether or not to grant the application at this time.

7. The seventh of these is the fact that the Commission has not yet received the information it needs to make a decision on whether or not to grant the application. The Commission is therefore unable to make a decision on whether or not to grant the application at this time.

## G.E. STATES POSITION ON TELEVISION

The present status of the General Electric Company in television activities, and a review of its past achievements in this field, were contained in a general statement regarding television problems made at Bridgeport, Conn., yesterday (Nov. 28) to G-E field men assembled from all over the country by Dr. W.R.G. Baker, Chairman of the Management Committee of the company's Radio and Television Division.

General Electric started specific work on television in 1927, Dr. Baker declared, and related researches prior to and since 1927, have advanced its work. The company now has under construction at Schenectady a large experimental television plant. Engineers are continuing research and development on all phases of the new science, are designing transmitters and receivers, are studying the progress of other companies in foreign countries, and will have a large television exhibit at the New York World's Fair.

"The position of the General Electric Company with respect to television is unique", Dr. Baker said, "in that since it has been a pioneer in the electrical industry, it has been a major factor in the development of the electronic art, the foundation of the structure upon which radio has been erected. Television, like radio, draws upon the electronic art and upon the best resources of many related sciences."

Dr. Baker pointed out that up to 1936 television was in the research laboratories. For ten years prior to 1936 engineers had been struggling with the many problems of this new system of communication, and great technical progress had been made in the last four of those years. In spite of this, he said, it was still a laboratory produce requiring skilled engineers for its operation. There still remained countless technical problems whose solution could not be obtained in a laboratory, and it was rightfully suspected that there were countless other technical problems which engineers did not even know existed, and would never know until they could test out the system under fairly typical operating conditions.

"These tests of full-size receivers and transmitters continued for about two years", Dr. Baker declared, "and although improvements could continue to be made, the rate of improvement required the third step in the experiment. In effect this means that the public is invited to play its part in the development of the art. This new phase introduces operating problems, program problems, and economic problems whose magnitude we probably do not yet fully grasp and whose solution is not evident today."

"Probably the primary problem is that of educating the public as to what they may expect of television at this stage. It is not easy. The average man is accustomed to present-day standards of radio and the motion picture, both of which have reached a high degree of perfection. He has forgotten that he once used earphones and that not so long ago motion pictures flickered



badly. Too many people believe that television will immediately bring them the events of the world as they take place in a picture three by four feet. Perhaps such a service will eventually be possible, but today the encouragement of such an idea is certain to react unfavorably on the development of the art.

"Two major technical limitations still act as a deterrent to the rapid establishment of television on a national basis", Dr. Baker declared. "First, we do not as yet know how economically to 'pipe' programs from city to city. Hence television networks are not yet practicable. While it is true that television transmitters can be piped by very special wire circuits and by relays of special radio transmitters, neither of these methods is in existence today nor do they appear to be economically possible in the near future.

"The second technical problem is the limitation of range or distance. A fairly high power television transmitter is now limited to a radius of not much more than 40 or 50 miles. This immediately indicates that a great many transmitters will be required to provide a national service. It also means that, considering the probable cost of television transmitters, the economics of the situation will at first tend to limit transmitters to urban areas where the population is dense. Extension of service to remote suburban rural areas will necessarily be slow.

"As for program problems", Dr. Baker said, "even if we knew what types of programs will appeal to the public, there remains the additional question - who will pay for them? Filmed programs offer one big advantage. They could be prepared and forwarded in advance to television stations by air mail. By this method, the problem of differences in time between cities - which now plagues broadcasting - would be eliminated.

"If we cannot find sufficient difficulties in studio programs, we might consider the problems of outside pick-up. At present we can take a motion picture and televize it. Or we can install a wire system, which at present is far from economical. Or we can provide a small television transmitter from which it would be broadcast. All of these are possibilities, but the engineering and economic problems do not as yet seem to have a ready solution."

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Silence is the agent which sets off a new gadget developed by the General Engineering Department of the Columbia Broadcasting System to slice down the already hair-breadth margin of error in program broadcasting. The new device, perfected under the direction of Howard Chinn, audio division head of the department, is known as a "program failure alarm". It automatically rings a bell and flashes a light whenever circuit trouble on any of the manifold program channels into the master control switchboard silences a program for any predetermined length of time. The alarm device, now undergoing final tests in the engineering laboratory, is set to give the alarm after 20 seconds of "dead air".

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## WHITE PROPOSES PROBE OF RADIO INDUSTRY

The first Congressional demand for an investigation of the radio industry came last week from Senator White (R.), of Maine, as the Federal Communications Commission took a recess in its own inquiry into monopoly charges and network operations.

At the same time it was learned that the row within the Commission will be aired, possibly before Congress convenes, by a sub-committee of the House Appropriations Committee at executive hearings on the FCC budget.

Senator White, who sponsored a similar resolution last session, stated that his new proposal would be directed at the radio industry itself rather than at the FCC. Such a resolution, he believed, would enlist Democratic support.

"I am not interested in exposing any dirty linen, if there is any dirty linen", he said. "What I have in mind is an objective study of radio problems with the idea of enacting a general policy to be followed by the Commission."

Specific phases of radio which Senator White said he believed need Congressional scrutiny are:

Chain ownership and control of broadcasting stations, especially those affiliated with though not owned by networks.

Newspaper control of or interests in radio stations.

Super-power for radio stations, which the Senate objected to last session.

International broadcasting: Whether it should be government-owned stations or commercial stations

Patent ownership and its effect on the industry

The responsibility of radio stations for libel uttered in political addresses which they may not censor under the Communications Act.

The first three phases of his proposal now are being investigated by an FCC committee headed by Chairman Frank R. McNinch, while another committee, of which Commissioner Norman S. Case is Chairman, is preparing to make recommendations regarding the licensing of super-power stations.

An indication that Congress may be called upon to decide whether or not it wishes to alter the Communications Act provision prohibiting FCC censorship of radio programs came last week also from Senator Herring (D.), of Iowa. He said he is working on a bill to establish a board of review to pass upon programs.

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## HANSON ON STAND AS FCC QUIZ IS RESUMED

Cross-examination of O. B. Hanson, Vice-President and Chief Engineer of the National Broadcast Company, was begun Tuesday as the FCC committee resumed its chain-monopoly inquiry following a Thanksgiving recess.

Developments in the hearing last week preceding the recess were:

Chairman McNinch, with the approval of the other Commissioners, put a ban on the reading of prepared statements by witnesses while Mr. Hanson was in the midst of a 90-page review of the technical development of network broadcasting.

Earlier Mr. McNinch had warned the NAB that the Commission was getting tired of listening to "after dinner" speeches at the hearing.

An exclusive agreement between NBC and the German Government whereby the U. S. network had first refusal of all programs originating either in Germany or Austria was disclosed during cross-examination of John F. Royal, Vice-President of NBC in Charge of Programs.

Col. Edward H. R. Green, son of the famous Hetty Green, was revealed as a pioneer in network broadcasting in that the first wired hook-up was made by the American Telephone & Telegraph Company for his convenience.

William J. Dempsey, FCC General Counsel, told the Committee he had been advised by Phillip J. Hennessey, counsel for NBC, that denial of the privilege of presenting prepared statements would have no effect in preparation of the NBC case.

Earlier Mr. Royal said his company had no contracts for exchange of programs with foreign stations, including German ones, and had a written agreement only with the British Broadcasting Company a Government-subsidized company which controls all broadcasting in the United Kingdom.

The German agreement was grouped by him along with other informal arrangements by which he said NBC could tap broadcasts throughout the world.

When Mr. Royal said, "I think in Germany and Austria we have first refusal on programs", Mr. Dempsey asked if NBC did not also have an exclusive agreement with the Radio Corporation of America for use of facilities to bring in foreign broadcasts. Mr. Royal answered in the negative.

The Colonel Green story was disclosed by Mr. Hanson. According to this report, Colonel Green, who broke into the news posthumously recently when four States tried to tax his estate, became interested in the new "gadget" of radio in 1923 and installed a transmitter on his place at South Dartmouth, Mass.

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Then he looked around for something to broadcast, and got the American Telephone & Telegraph Co. to agree to transmit his programs by wire from New York to his station.

The company sent the first of a series of programs by wire from the studio of WEAf to Colonel Green's WMAL on July 1, 1923. This date, the witness told the Committee, marks the beginning of modern chain radio.

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### FCC LIKELY TO STEER CLEAR OF COUGHLIN ROW

The Federal Communications Commission indicated this week that it would maintain a hands-off policy as to the row between Station WMCA, New York, and the Rev. Charles E. Coughlin. It was pointed out that the FCC has no censorship power and that radio stations have authority to refuse any program they wish so long as they observe the impartiality rule regarding political addresses.

Station WMCA last Sunday refused to broadcast Father Coughlin's weekly address because of allegedly anti-Semitic attacks the week before, to which the station made a reply. Father Coughlin repeated his address via an electrical transcription and amplified his charge that Jews helped finance the Communist revolution in Russia.

Earlier WMCA had requested Father Coughlin to submit an advance copy of his address for examination prior to the broadcast. This he refused to do.

"Responsible persons everywhere will approve the action of those radio stations that refused to broadcast a speech plainly calculated to stir up religious prejudice and strife", said the New York Times. "These stations acted as they were entitled to act, on their own responsibility. But it is clear that we are only at the beginning of certain thorny problems dealing with the whole question of freedom of the air."

Donald Flamm, President of WMCA, explained the station's action in a brief broadcast.

"We do not believe it is in the public interest to broadcast material which will strip up religious or racial strife and dissension in America", he said. "This policy is not unique on our part, nor has it been suddenly adopted. It is the policy of all nation-wide networks and of most individual stations.

"In line with that policy we cut Judge Rutherford off the air in the middle of a broadcast when it became evident that his speech was an attack on Roman Catholics and was designed to stir up religious hatred in this country. We were commended by Catholics and non-Catholics alike for this action and for refusing to take any more broadcasts from him.



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Figure 1. The effect of the concentration of the *Agrobacterium* suspension on the transformation efficiency of *Agrobacterium* strains. The concentration of the *Agrobacterium* suspension was 10<sup>6</sup> cells/ml (A), 10<sup>7</sup> cells/ml (B), 10<sup>8</sup> cells/ml (C), and 10<sup>9</sup> cells/ml (D). The concentration of the *Agrobacterium* suspension was 10<sup>6</sup> cells/ml (A), 10<sup>7</sup> cells/ml (B), 10<sup>8</sup> cells/ml (C), and 10<sup>9</sup> cells/ml (D). The concentration of the *Agrobacterium* suspension was 10<sup>6</sup> cells/ml (A), 10<sup>7</sup> cells/ml (B), 10<sup>8</sup> cells/ml (C), and 10<sup>9</sup> cells/ml (D).

"Last Sunday Father Coughlin broadcast over this station a speech that was calculated to stir up religious and racial hatred and dissension in this country. We thereupon notified Father Coughlin that we would carry no more such broadcasts and that hereafter he would have to submit his script to us in advance in order that we might determine its character.

"Father Coughlin failed to submit his script to us, although we repeatedly urged it upon him and gave him until noon to do so. And by such refusal on his part, he has made it impossible for us to live up to our inescapable responsibility under the terms of our license from the United States Government.

"We realize it is likely that every effort will be made to distort our action into a false issue of freedom of speech or censorship. We have tried to live up to our obligation as American broadcasters and that is all we have tried to do.

"Democracy is a fine social philosophy. Freedom of speech is a precious privilege. That is why those of us who are entrusted with the instruments of free speech must be so careful not to permit any one to defile them."

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#### FCC RULES STRIKE BLOW AT "RADIO LOBBY"

A blow at the "radio lobby" was taken yesterday (Monday) by the Federal Communications Commission in adopting a new set of rules of practice and procedure governing attorneys.

The new rules, it was said, will open the way for more lawyers to appear before the Commission than have heretofore. One of the new regulations modifies a former rule which barred a former FCC employee from appearing before the Commission within two years after his separation. The new rule limits this ban only to cases in which he participated while on the FCC staff.

"The old rules were in many respects unlike those with which attorneys became familiar in general practice", an FCC statement explained. "The new rules were so framed as to follow, so far as practicable, the recently adopted rules of civil procedure which now govern practice in Federal District Courts of the United States."

While the Commission statement made no mention of a "radio lobby", it was recalled that Commissioner George Henry Payne has charged frequently that a small group of lawyers specializing in radio have conducted a lobby and exerted influence on the Commission and members of the FCC staff in the past.

"More than 600 cases are set for hearing by the Commission annually, and there are hundreds of other cases in which attorneys represent clients", the statement goes on to say. "An unduly large proportion of these cases are handled by a relatively small number of lawyers.



"By making it easire for attorneys to turn from Federal court practice to Commission practice, and by providing for 'new blood' to be drawn from the past and present staff of the Commission, as many of the attorneys now appearing before the Commission were drawn, the new rule should result in a wider choice of attorneys and freer competition.

"We have guarded effectively against abuse by making it impossible for any person to appear before the Commission within two years 'in any cause or application which he has handled or passed upon while in the service of the Commission'. While questions about appearances might arise after two years, they would be rare and could readily be dealt with under the head of unprofessional conduct under our broadened rule governing disciplinary proceedings. The net result should be the achievement of another very important reform in practice before the Commission, extending the gains from our reorganization of some of the Commission's functions."

The Commission also adopted a new rule governing the filing of petitions for rehearing as a substitute for its former rehearing rule and its protest rule. This rule applies to orders granting applications without hearings as well as orders disposing of applications after hearings. Thus a person objecting to an order of the Commission, in a case in which there has been no hearing, will apply for reconsideration by filing a petition for rehearing, instead of filing a protest.

The Commission also established a motions docket and provided for hearing argument on petitions and motions filed in pending proceedings. Parties making them, as well as those who desire to oppose, will be heard. The Commission believes that this will be fairer to all parties concerned and will speed up the handling of pending matters.

The new rules embody numerous other changes clarifying and simplifying the practice. They bring together for the first time in one unit all the rules, orders and regulations which have been issued from time to time to govern the practice. They are to become effective January 1, 1939.

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A loan of \$10,000 by Sayre M. Ramsdell, Executive Vice-President of the Philco Radio & Television Corporation, to Mayor Wilson of Philadelphia was disclosed last week in a Grand Jury report which cited \$53,750 in loans which the Mayor had borrowed from persons "who might have been interested in having him pull his punches". The Grand Jury said that Mr. Ramsdell knew the Mayor was broke and had never made a request for return of the loan or any interest.

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## FCC ADOPTS RULES ON RADIO GADGETS

The Federal Communications Commission last week adopted rules and regulations concerning the operation of low power radio frequency electrical devices. These rules were the subject of an informal conference held before the Chief Engineer of the Commission on September 19, 1938, at which time a great deal of information was supplied and certain suggestions concerning the tentative rules were made by representatives of manufacturers and other organizations concerned with this problem. In accordance with the recommendations made at the conference, the rules as tentatively proposed have been revised. The Commission does not consider that the rules and regulations adopted are final but it will continue to study the problem of these low power devices and assemble information regarding the character and effects of the radiation involved. In order to clarify the Commission's position with respect to this problem, electrical apparatus which may be the sources of radio frequency electromagnetic field can be divided into four general categories (the Rules and Regulations apply to the third category only):

The first general class of apparatus produces electromagnetic fields at radio frequencies but does not employ either radio frequency current, or the fields produced, as an essential to the purpose of its operation. Examples of this class are sparking commutators, switch contacts, automobile ignition, and similar devices.

The second class of apparatus employs radio frequency electric currents or induction fields; however, the radiation of radio energy into space is not essential to the functioning of the apparatus and in fact is spurious. Examples of this type are diathermy machines, vacuum tube bombardiers, induction furnaces, carrier call, oscillators in certain types of radio receivers and similar apparatus.

The third type of apparatus which requires radio frequency electric currents and the generation of an induction field with the utilization of a small part of the energy in this induction field in the functioning of the system. This type may be distinguished from the diathermy machine by the fact that while both employ induction fields (either magnetic or electric) the diathermy machine utilizes the strong field at a distance of only a few inches from the apparatus, whereas a small part of the induction field from apparatus of this type is used out to the limit of its useful intensity. Examples of the third type are various controls at short distances, record players and similar apparatus which operates for a distance not greater than about  $1/6$  wavelength.

The fourth class of apparatus is the conventional radio transmitter which generates electromagnetic fields at radio frequencies and utilizes the radiated electromagnetic field (electric and magnetic fields in phase in time, and in quadrature in space) in the functioning of the system.

The problem of complete elimination of interference resulting from the first class of device mentioned above is at the present state of the art almost insurmountable.



With respect to the second class of apparatus, the Commission has completed an extensive study of the matter which culminated in a recommendation for certain amendments to the Communications Act which would serve to clarify the Commission's jurisdiction with respect to such apparatus and enable the Commission to make regulations for preventing interference which would otherwise arise from the use of certain high powered radio frequency equipment falling within this category.

The present extensive study of low power radio frequency devices, the informal conference and the rules governing their operation pertain to apparatus falling within the third classification discussed above. These rules apply to all low power radio frequency devices for the control of apparatus, for supplying record programs to radio receivers located within a few feet of the record player and for all similar devices which, for their operation, depend primarily upon the radiation of energy at radio frequencies and the utilization of a small portion of this energy by some device in the immediate vicinity of the apparatus.

So long as the energy radiated by these devices does not exceed the amount specified by Rule 25.02, and no interference to radio reception is caused, the requirements of the Rules and Regulations of the Commission with respect to the obtaining of licenses do not apply. However, should the radiation exceed 15 microvolts per meter at a distance of  $\frac{157,000}{f. (kc)} \text{ ft. } \left( \frac{\lambda}{2\pi} \right)$  from the source of the energy, or cause interference to radio reception, as in the case of all similar radio transmitting devices coming within the fourth category set forth above, the equipment will be subject to all existing requirements with respect to obtaining or operating under license.

The measurements to determine whether any particular apparatus complies with these rules can readily be made using a conventional field intensity meter. However, the tests involved should take into consideration the possible directional effect of the radiator of the device and the field should be investigated to determine that the maximum field permissible under the rule may not be exceeded in any direction.

Design of devices which utilize radiators that may accidentally or intentionally be coupled to external circuits which materially increase the radiation efficiency and thereby render the device a potential source of interference under certain specific operating conditions should be avoided. If the control device is to be operated from the conventional house lighting circuit or makes use of this circuit as a radio frequency link between the transmitting device and the receiver, it should be so constructed that no matter what type of house lighting circuit it is associated with, the radiation at the distance  $\frac{157,000}{f. (kc)} \text{ ft. } \left( \frac{\lambda}{2\pi} \right)$

shall not exceed the 15 microvolts established by the rules. If such equipment is made available to the public and after being placed in use it is found that certain of the installations do not comply with the rules, the manufacturer will be so informed and the matter will be dealt with under procedure established to care for apparatus of either the second or fourth category previously outlined.

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"It is the desire of the Commission to cooperate with manufacturers of equipment in order to assure full development of radio communications", the FCC stated. "However, an orderly development of communications must necessarily depend in part upon careful regulation of low power radio frequency devices which, if allowed to attain widespread unregulated use, will seriously impair radio communications because of interference."

Rule 25.02 (d) specifies that the apparatus must conform to such engineering standards as the Commission may promulgate. In promulgating such standards the Commission will request the consideration and advice of the industry concerned when the standards may involve a material change of principles or new principles of significance.

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#### PRESS WIRE RATE CITED TO UPHOLD GOVERNMENT TOLLS

Examiner J. Fred Johnson of the Federal Communications Commission over-ruled a contention yesterday (Monday) that telegraphic charges for press messages had no part in a hearing on charges made for Government telegrams.

Robert M. Cooper, Special Assistant to the Attorney General, asked a Western Union Telegraph Co. witness whether the press did not enjoy a lower rate than the Government. The company's attorney objected but Examiner Johnson ruled that the subject of press rates was germane.

Although several witnesses said the press rates were low, no detailed figures on them had been submitted when the hearing recessed.

The hearing is on a petition of four telegraph companies which seek to charge the Government regular commercial rates. The companies are Postal Telegraph-Cable Co., Mackay Radio & Telegraph Co., Inc. (Delaware), Mackay Radio & Telegraph Co. (California) and Western Union.

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Chairman Frank R. McNinch has advised Keith S. McHugh, Vice-President of the American Telephone & Telegraph Company, that the Federal Communications Commission has granted a ten-day extension for the filing of briefs by A. T. & T. in the telephone investigation. The Commission stipulated that the briefs must be filed by December 5th. The Company had sought an extension of two weeks or more on the grounds that it was impossible to complete the briefs by November 25. The briefs relate to the proposed report on the telephone investigation submitted by Commissioner Paul A. Walker. Upon this report, the supporting data accompanying it, the exhibits heretofore filed by the A. T. & T. and its briefs soon to be filed, the Commission will submit a report to Congress sometime after the session opens. Pursuant to the original order providing for the filing of briefs the Commission has the right to ask for oral argument, ten days after the filing of briefs.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**

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No. 1179

Figure 1. The effect of the concentration of the *Agrobacterium* suspension on the transformation efficiency of *Agrobacterium* strains.

## PAN AMERICAN STATION IDEA BELIEVED ABANDONED

An indication that the proposal for construction of a Government-owned Pan American short-wave station will be dropped was contained in a preliminary report of the Special Committee named last year by President Roosevelt to make a study of short-wave broadcasting with especial regard to European propaganda being directed at the Latin Americas.

The report was carried in a document released by the State Department this week and dealing with the broad subject of improving relations between the United States and South and Central America.

Chairman Frank R. McNinch, of the Federal Communications Commission, who heads the Special Committee, said that the report on short-wave broadcasting will be submitted to the President around the first of next January.

The indication that the Special Committee has abandoned the proposal to set up a Government-owned short-wave station to compete with Nazi and Fascist stations with beams directed at the Latin Americas came in the statement "no additional funds required".

Congress last session pigeon-holed bills authorizing the establishment of a Pan American station either in Washington or San Diego after brief hearings. The Administration at first intimated its approval but later decided to withhold its support.

Commissioner T.A.M. Craven is credited with convincing the President that the idea was unsound. Chairman McNinch subsequently was instructed to stay away from the hearings and the Committee abruptly held up its report and asked for more time.

The State Department report, which was made by a committee headed by Sumner Welles, Under-Secretary of State, cited three activities of the committee which are designed to improve short-wave broadcasting.

The first of these is a series of informal conferences between the Federal Communications Commission and the American radio industry in an effort "to develop further cooperation with Latin America and to raise the standard of programs transmitted abroad, especially to the American Republics."

Second, the FCC was said to be establishing better engineering standards in an effort to eliminate interference. The North American Treaty drafted at Havana a year ago, which has just been rejected by the Mexican Senate, was cited as an accomplishment in this respect.





12/2/38

Finally, the Communications Commission offered to provide its experts for the aid of Latin American countries interested in improving their own broadcasting.

"The Commission stands ready at all times", the report said, "to cooperate with respect to such visits and to arrange, when it appears desirable, to send technical experts to various Capitals in Latin America, such visits, of course, to be made only on special invitation of interested governments, in order to discuss problems of mutual interest.

"Similarly, the Commission is prepared to cooperate at all times by arranging for the reception of foreign communications officials who express an interest in making a visit to the United States."

Present indications are that the Special Committee will recommend Government cooperation with the privately-owned international stations rather than competition. A Government subsidy to aid the stations has been considered and may be provided to pay for the time the Government would utilize in transmitting its own programs.

Under the Department of Agriculture's activities proposed is a statement that it will cooperate with broadcasting companies regarding transmission of special programs to the Latin American Republics. No funds will be required for this activity, the report stated.

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#### RMA AND NAB PLAN RADIO PUBLICITY DRIVE

Plans for an advertising campaign to impress the public with the services of radio stations and to encourage more extensive use of receivers were revealed in Chicago Thursday when representatives of the Radio Manufacturers' Association and the National Association of Broadcasters met to discuss development of the project.

The RMA Board of Directors voted to contribute one-half of the necessary funds, the total of which was not disclosed. The broadcasters are expected to take similar action at a meeting in Washington December 12th. It was agreed that campaign details will be left in the hands of the broadcasters. No agency services will be considered.

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1. The first part of the report deals with the general situation in the country and the progress of the work of the various departments.

2. The second part of the report deals with the work of the various departments and the progress of the work of the various departments.

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THE END OF THE REPORT

6. The sixth part of the report deals with the work of the various departments and the progress of the work of the various departments.

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## MONOPOLY HEARING REACHES MONOTONY STAGE

As the broad Congressional investigation of industrial monopolies opened in Washington this week, the Federal Communications Commission's chain-monopoly inquiry had reached what newspaper men called the "monotony" stage.

Technical witnesses for the National Broadcasting Company occupied the stand throughout the week and loaded the record with a mass of statistics, charts and tables.

Chairman Frank R. McNinch continued to complain against the prepared and voluminous type of testimony offered by NBC and issued a formal statement to the effect that witnesses would no longer be permitted to read prepared statements. He had previously announced the ruling orally.

All indications are that NBC will continue to occupy the stand until the Christmas recess, after which the Columbia Broadcasting System will offer testimony.

Broadcasters will keep an eye, meanwhile, on the Congressional inquiry because of the likelihood that it may look into alleged monopolies in the music copyright field and possibly radio manufacturing patents.

Following the cross-examination of O. B. Hanson, NBC Vice-President and Chief Engineer, early this week, Philip J. Hennessey, NBC counsel, called B. F. McClancy, NBC Traffic Manager, and then W. C. Lent, NBC engineer.

Mr. McClancy testified as to the contractual relations between NBC and the American Telephone & Telegraph Company and the network's payments to the telephone company.

It was while Mr. Lent was on the stand testifying as to program duplication that Chairman McNinch complained against the introduction of voluminous exhibits to fortify the testimony of NBC witnesses.

Mr. Hennessey offered for identification a 317-page document full of maps and statistical tabulations. He said it had required 12,000 man-hours to prepare it.

Chairman McNinch took one look at the volume and said that if such exhibits were admitted, to be identified by long oral examination of several witnesses, the Committee would be occupied for months by these alone. He asked William J. Dempsey, Commission General Counsel, whether he had had time to examine the exhibit and to indicate what, if any part, might be legally objectionable.

Mr. Dempsey told the Commission it was not possible, without hearing testimony on each part of the exhibit, to determine whether the matter was objectionable in the record.

The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that proper record-keeping is essential for the integrity of the financial system and for the ability to detect and prevent fraud.

In the second part, the document outlines the specific procedures for recording transactions. It details the steps involved in the accounting cycle, from identifying the transaction to posting it to the appropriate ledger account.

The third part of the document discusses the importance of internal controls. It explains how internal controls can help to ensure the accuracy and reliability of financial information and to prevent errors and fraud.

In the fourth part, the document discusses the importance of external audits. It explains how external audits can provide an independent assessment of the accuracy and reliability of financial information.

The fifth part of the document discusses the importance of financial reporting. It explains how financial reports can provide valuable information to investors and other stakeholders about the financial performance of a company.

In the sixth part, the document discusses the importance of financial management. It explains how financial management can help a company to make informed decisions about its financial future.

The seventh part of the document discusses the importance of financial planning. It explains how financial planning can help a company to prepare for the future and to achieve its long-term goals.

In the eighth part, the document discusses the importance of financial analysis. It explains how financial analysis can help a company to understand its financial performance and to identify areas for improvement.

The ninth part of the document discusses the importance of financial risk management. It explains how financial risk management can help a company to identify and manage the risks that it faces.

In the tenth part, the document discusses the importance of financial innovation. It explains how financial innovation can help a company to develop new products and services and to improve its financial performance.

The final part of the document discusses the importance of financial education. It explains how financial education can help individuals and companies to make informed financial decisions and to achieve their financial goals.



Mr. Hennessey pointed out that the volume was prepared at great expense in response to orders of the Commission, and that it represented the shortest and most complete method under which the data called for could be prepared. He added that he was very much afraid that it would be rather painful for the Commission to sit through the explanations of the exhibits, but said that nevertheless he wanted to assure the Commission that it had been just as painful for the National Broadcasting Company to have it prepared.

Chairman McNinch then permitted the examination of W. C. Lent, engineer of the NBC, to proceed.

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### PAYNE SERIOUSLY ILL; LIBEL SUIT POSTPONED

Commissioner George H. Payne of the Federal Communications Commission, now in Florida, is suffering from "a very marked hyper-tension complicated with a valvular heart disease", according to an affidavit of his physician, Dr. Hugo Einstein, of Washington. This became known this week when counsel for the Commission in his \$100,000 libel suit against Broadcasting and its publisher and editor, sought at least a three-month postponement of trial of the case from November 16th. The District Court in Washington granted a postponement until January 16th.

Dr. Einstein stated in his affidavit he had recommended that Commissioner Payne, for the preservation of his health and in order to avoid possible serious results, "immediately discontinue all active duties and take a complete rest for a period of at least several months." He added that pursuant to this advice, Mr. Payne had gone to Florida "for the purpose of a complete rest from all matters of a burdensome or exciting character which rest affiant believes to be necessary to avoid a breakdown and probable severe illness \* \* \*."

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### GENE BUCK HEADS ALFALFA CLUB

President of the American Society of Composers: Gene Buck, of New York, was elected President of the Alfalfa Club for 1939 at the annual meeting held this week at the home of Frank J. Hogan, Past President, in Washington. Other officers elected were:

Joseph H. Himes of Maryland, Vice-President; Senator Tom Connally of Texas, Second Vice-President; Charles P. Light of Washington, Secretary-Treasurer; William Payne Meredith of Virginia, Sergeant-at-Arms; George H. O'Connor of Washington, Water Boy; Thomas W. Brahany of Wisconsin, Chairman of Entertainment Committee; and Senator Pat Harrison, Mr. Himes, Mr. Light and Thomas P. Littlepage, Washington radio attorney, for the Board of Managers for three years ending December 31, 1941.

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## ACKNOWLEDGMENTS

1. 1990年12月25日，苏联解体，俄罗斯联邦成立。

12/2/38

WLW HEARING IS SET FOR DEC. 15 BY COMMISSION

Oral argument on the WLW case was scheduled this week to begin before the full Federal Communications Commission on December 15th following the filing of exceptions to the recommendations of the three-man FCC committee that the Cincinnati stations's experimental 500 KW. license be discontinued.

The Committee made its report following a hearing last Summer. Its report was unanimous. Other members of the Commission, including Chairman Frank R. McNinch, however, have indicated they may vote to reverse the Committee.

The Committee was headed by Norman S. Case and included Commissioners T.A.M. Craven and George Henry Payne.

Through Duke M. Patrick, WLW counsel, a 57-page pleading, noting 125 separate exceptions to the report, was filed. The report took issued with the recommendation made by the Committee. Mr. Patrick categorically denied many of the conclusions reached by the Committee in its unanimous report and also challenged the failure of the Committee to find certain facts which it claimed were present in the record of the hearings.

The attorney contended that there was no basis for any conclusion that WLW's operation with 500 KW. and the consequent extension of its service area, had any economic effect upon stations in its primary service area. Moreover, it was held that the Committee failed to find that WLW's operation with super-power resulted in rendering a meritorious "and needed service over wide and thickly settled areas which is not otherwise available from any other source and which service, at least in large measure, would be destroyed in the event WLW is authorized to continue operation with but 50 KW."

The Committee also failed to show that the testimony indicated that the rates for stations in WLW's service area increased much more rapidly than those of WLW, Mr. Patrick charged.

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The Washington Police Department has been granted a construction permit for eight radio sending units in police cars. The permit, granted by the Federal Communications Commission, authorizes the Department to install units operating on a frequency of 37,220 kilocycles with 5 watts power each.

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## NBC RED NET NEARS \$3,000,000 MARK

The National Broadcasting Company has now commenced to release separate revenue totals for its Red and Blue networks, in view of the recent establishment of the Blue network as a separate coast-to-coast service. Gross advertising revenue for October was, in the case of the Red network, \$2,872,588. The Blue network tally was \$901,376.

Because the breakdown is on an entirely new basis, with complete separation of Red and Blue supplementaries, no comparison with previous years is available. It was previously reported, however, that the total NBC network (Red and Blue) revenue for October, 1938, was 13% ahead of October 1937.

SUMMARYOctober 1938

|              |                |
|--------------|----------------|
| Red Network  | \$2,872,588    |
| Blue Network | <u>901,376</u> |

|           |             |
|-----------|-------------|
| Total NBC | \$3,773,964 |
|-----------|-------------|

October 1937

|           |                    |
|-----------|--------------------|
| Total NBC | <u>\$3,339,739</u> |
|-----------|--------------------|

|          |         |
|----------|---------|
| Increase | 434,225 |
|----------|---------|

|            |     |
|------------|-----|
| % Increase | 13% |
|------------|-----|

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## THREE NEW 50 KW. STATIONS ON AIR SOON

Three stations - WCKY, Cincinnati, WJSV, Washington, and KSTP, St. Paul - will soon join the ranks of 50,000-watt outlets, the maximum regularly licensed power, under authorization of the Federal Communications Commission.

The Commission this week authorized WCKY, located in Covington, Ky., across the Ohio River from Cincinnati, to boost its power from 10,000 to 50,000 watts with a directional antenna, protecting KFBK, Sacramento, also assigned to 1490 kc.

While no formal announcement has been made of the KSTP-WJSV power increases, well-founded reports were current to that effect. Formal announcement, it was said, was being withheld pending writing of the statement of facts and grounds for decision.

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## NORMAL RANGE OF BBC TELEVISION 30 MILES

While reports of reception of television pictures have been reported as far away from Alexandra Palace, London, as 200 miles, the normal range of the British Broadcasting Corporation's transmitter is 30 miles, according to Sir Noel Ashbridge, Chief Engineer.

"In the report of the Television Committee which originally recommended the establishment of a service, and which was published in January, 1935, it was stated that a range of 25 miles was anticipated", he recalled in a recent broadcast. "You may have seen recent reports in the press of reception at distances of about 200 miles, and may have come to the conclusion that the original estimate was unduly pessimistic. I should like to point out, however, that it is very necessary to distinguish between a normal service range, by which I mean the range at which anybody can reasonably expect to get regular good reception, and the maximum range at which the station can be received under especially favorable conditions. Experience with the service in London has shown that the original 25-mile estimate was possibly a little pessimistic, and the average range for normal reception is probably more like 30 miles.

"The main limitation to range is, naturally, electrical interference. With television on ultra-short waves the two kinds of interference which have been found most troublesome are those produced by the ignition systems of motor-cars and by electro-medical apparatus for carrying out diathermy. From one point of view the former is, I think, the more serious because it is far more widespread. On the other hand, interference by electro-medical apparatus is more difficult to deal with. Thus, it is possible to silence electrically the ignition of a car at small cost, and with practically no reduction in the engine efficiency, but for electro-medical apparatus, while a cure is possible, it is difficult to devise a method which can be applied universally at reasonable cost. It is hoped that, in the future, the general problem of interference to broadcast reception may be dealt with on the lines of legislation - in fact, it is difficult to see any other thoroughly satisfactory solution.

"The range of an ultra-short wave transmitting station, such as is used for television, depends not only on the power of the station, but on the heights of the transmitting and receiving aerials above the ground. Thus, someone who lives on a hill, say 50 miles away may get a stronger signal than someone else living in a valley much closer to the transmitter. It is for this reason that reports of reception at great ranges must be taken with some reserve, because they do not necessarily mean that it is a simple matter to construct a television station to give complete coverage up to a range of, say, 200 miles."

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12/27/38

::: TRADE NOTES :::  
::: TRADE NOTES :::  
::: TRADE NOTES :::

The Fifteenth Annual Radio Manufacturers' Association Convention and National Radio Parts Show will again be held together next June at the Stevens Hotel in Chicago. The RMA convention, membership meetings and annual industry banquet will be held Tuesday and Wednesday, June 13-14. The National Radio Parts Show will be held in the Exhibition Hall of the Stevens Hotel from Wednesday, June 14, to Saturday, June 17, and again under the joint sponsorship of RMA and the Sales Managers Clubs.

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The Federal Communications Commission this week authorized transfer of ownership of WAYX, Waycross, Ga. from Dr. E. F. Sapp and S. F. Sapp, his son, to Jack Williams, publisher of the Waycross Journal-Herald. The deal involved \$26,000.

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Two stations optional to advertisers on the basic Red Network and one station optional to advertisers on the basic Blue Network will become affiliates of the National Broadcasting Company on December 4, bringing the total number of NBC stations to 165. The new supplementary Red Network stations are WEEU and WRAW, Reading, Pa.; the new supplementary Blue station is WNBC, New Britain, Conn.

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Comparisons of television's progress in the United States as compared with that in England and lessons that this country may learn from the BBC's experiments are set forth in two special articles on television in the Sunday New York Times (Nov. 27). One was an interview with Carlton L. Dyer, of the Philso Radio & Television Corp., regarding England's work.

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Meredith Willson, for six years Western Division Musical Director for the National Broadcasting Company, has submitted his resignation effective within two weeks. Press of commercial program commitments, Mr. Willson said, forces his resignation from the post he has occupied since July 3, 1932.

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Effective December 11, the Columbia Broadcasting System will have completed plans for improved coverage in the State of Maine, according to William C. Gittinger, Sales Manager. On August 28, Station WGAN, Portland, operating with 500 watts on 640 kilocycles, joined the Columbia network as a member of the basic supplementary group and the Columbia New England network. On Sunday, December 11, Station WABI, Bangor, becomes a full-time CBS outlet, available for all Columbia programs in that city. WABI operates with power of 250 watts daytime and 100 watts night on 1200 kilocycles. This will be its first network affiliation, although as the oldest radio station in Maine, it has built up a phenomenal local following.

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1. The first part of the document is a list of names and titles, including "The Hon. Mr. Justice" and "The Hon. Mr. Justice".



A Communications Commission Examiner heard testimony this week concerning operation of radio stations WOV and WBIL in New York, which Arde Bulova proposes to combine with Atlantic City's municipal station WPG. Mr. Bulova, a watch manufacturer, controls the New York stations and asked the Commission to authorize the sale of WPG to him for \$275,000 and approve removal of the WPG studio to New York that he might operate the three as one full-time station.

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Installation of new short-wave antennas that will swing radio beams over South America like rays of a powerful searchlight at the mere touch of a push button was announced this week by the National Broadcasting Company. When completed within a few weeks at the transmitters of short-wave stations W3XL and W3XAL, the antennas will enable the NBC International Division to extend its service to Latin America to sixteen hours a day, without diminishing the service to Europe. The NBC is now broadcasting nine hours of programs daily for Latin America in three different languages, English Spanish and Portuguese, which is more than any other country is transmitting to Latin America. The nine hours are divided into six in Spanish, two in Portuguese and one in English.

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The Columbia Broadcasting System this week was granted a modification of its construction permit to extend the completion date of its visual broadcasting station until June 16, 1939.

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A new radio station for Tacoma, Wash., was recommended to the Federal Communications Commission this week by Examiner P. W. Seward. The applicant is Tacoma Broadcasters, Inc., which asked for 1420 kc. with 100-250 watts, unlimited time.

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The monthly index of radio advertising in Printers' Ink shows a gain of 5.4 percent in October from the corresponding 1937 figure. This is the first rise over 1937 since May. However, the index records a decline of 6.8 percent from September.

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The Belmont Radio Corporation, reporting for nine months to Sept. 30 showed a net profit of \$93,245, equal to 31 cents each on 300,000 shares. Net profit for the September quarter this year was \$42,952 or 14 cents a share. Net sales for the nine months period totaled \$2,857,888 and for the three months ended on Sept. 30 were \$1,166,507. Company states that sales for the month of October increased to \$834,970 from \$348,415 in the same month a year ago.

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Columbia Broadcasting System will shortly be able to direct its short-wave broadcasts to South America and Europe at the same time whenever desired. This will be accomplished by combining the services of W2XE, its international station in New York, and W3XAU, the international station owned and operated by WCAU, CBS' affiliate in Philadelphia.

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The Federal Communications Commission this week granted Station WIND, Gary, Ind., authority to transfer control from the Public Service Co. to H. Leslie Atlass, Ralph L. Atlass, Pauline S. Atlass, Ralph Louis Atlass, H.P. Sherman and Philip Wrigley.

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*Journal of Management Studies*, 36(7), 809-826.

## "HAMS" TEST EMERGENCY SERVICE OVER NBC

The Eastern seaboard will not be without radio service if other lines of communication fail in a future national disaster. This was demonstrated last Sunday when the 18 amateur radio stations of the Susquehanna Emergency Net held their monthly drill over the National Broadcasting Company's Red network.

The Emergency Net, which was formed by amateur radio operators who served in the Susquehanna River flood of 1936, is composed of 16 stations along the Susquehanna Valley, one in Chevy Chase, Md., operated by Roy C. Corderman, 4401 Leland Street, N.W., and the control station at York, Penna.

In order to keep themselves prepared in case they are needed for communications work at any time, the 18 amateurs hold monthly drills in which they transmit reports on conditions in the Susquehanna Valley to the United States Weather Bureau at Harrisburg, Penna.

That the operators of the emergency net do more than just stay in practice was shown by their work in the New England hurricane emergency of last Summer. At that time, when telephone and telegraph lines were down, the amateur operators aided rescue work by transmitting last-minute information and instructions to relief units.

The stations of the emergency net were not chosen until it was known they fulfilled certain requirements, Mr. Corderman, who is transmission supervisor of the American Telephone & Telegraph Co. told the Washington Post. The operators must be experienced men of mature age, must have stations well above the water mark and must participate in the monthly drills.

After conclusion of the drill over the NBC network on Sunday, talks were made about the emergency net's work by Lieut. E. K. Jett, Chief Engineer of the Federal Communications Commission; Merrill Bernard, Department of River and Flood Control of the Weather Bureau, and James Feiser, Vice-President in charge of domestic operations of the Red Cross.

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In a presidential address to the British Kinematograph Society recently, Capt. A.G.D. West said that in the near future televised pictures of current events would be shown on full-sized screens in every cinema, according to The Electrical Review, London. Within the next few years it would be possible to use a complete and satisfactory electronic system in the taking and distribution of moving pictures, he said. The pictures would have the full definition and brilliance demanded by the cinema-going public. It had been found in tests with private audiences that the great attraction was that the result of the event was not known by the audience.

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1. The purpose of this document is to provide information regarding the activities of the [redacted] group, which is active in the [redacted] area. The group is composed of individuals who are dedicated to the [redacted] cause and are working to achieve their goals through [redacted] means.

2. The group has been active in the [redacted] area for several years and has been successful in achieving its goals. The group is currently working to expand its activities and is seeking to recruit new members. The group is also working to improve its organizational structure and is seeking to establish a more formal hierarchy.

3. The group is currently working to achieve its goals through [redacted] means. The group is also working to improve its organizational structure and is seeking to establish a more formal hierarchy. The group is also working to expand its activities and is seeking to recruit new members.

4. The group is currently working to achieve its goals through [redacted] means. The group is also working to improve its organizational structure and is seeking to establish a more formal hierarchy. The group is also working to expand its activities and is seeking to recruit new members.

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6. The group is currently working to achieve its goals through [redacted] means. The group is also working to improve its organizational structure and is seeking to establish a more formal hierarchy. The group is also working to expand its activities and is seeking to recruit new members.

CONFIDENTIAL - SECURITY INFORMATION

7. The group is currently working to achieve its goals through [redacted] means. The group is also working to improve its organizational structure and is seeking to establish a more formal hierarchy. The group is also working to expand its activities and is seeking to recruit new members.

12/2/38

## NILES TRAMMELL NAMED NBC EXECUTIVE VICE-PRESIDENT

Niles Trammell, Vice-President in Charge of the Central Division of the National Broadcasting Company, last week was promoted to the position of Executive Vice-President. At the same time Alfred H. Morton, Manager of the NBC Operated Stations Department, was elected a Vice-President.

Mr. Trammell will assume his new duties on January 1st, and Mr. Morton's promotion will become effective on December 1st.

As Executive Vice-President, Mr. Trammell will transfer his activities to the Radio City headquarters in New York. Mr. Morton is in full charge of stations owned or programmed or operated by the National Broadcasting Company, and will continue in this capacity.

Both promotions are in recognition of years of service in the radio broadcasting field. Mr. Trammell is one of the youngest and best-known major executives in radio. He became associated with the Radio Corporation of America in April, 1923.

Mr. Morton became Manager of the Washington office of the Radio Corporation of America shortly after the World War in which he served. In 1923, he returned to New York to become Commercial Manager of R.C.A. Communications, and a year later was transferred to Paris as European Manager of RCA. In January, 1934, he again returned to New York as Business Manager of the Program Department of the National Broadcasting Company, and three years later was named Manager of NBC Operated Stations.

During his career as a radio engineer, Mr. Morton supervised the construction of Station WRC, in Washington, a pioneer broadcasting station, and two 50,000 watt broadcasting stations near Rome and Milan.

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Miss Dorothy Aylesworth, of 812 Park Avenue, New York City, and David G. Knott, of 43 Fifth Avenue, whose marriage will take place on January 4th in St. Bartholomew's Church, obtained a license last week in New York. Their engagement was announced early this month by the bride-elect's parents, Mr. and Mrs. Merlin Hall Aylesworth. Mr. Aylesworth is publisher of the New York World-Telegram. Mr. Knott is the son of Mr. and Mrs. David H. Knott. Mr. Knott is President of the Knott Hotel System in New York City.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**

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December 6, 1938

## FCC CHANGES CENSORSHIP POLICY IN "MARS" CASE

Apparently convinced that the public is opposed even to an indirect censorship of radio programs by a governmental agency, the Federal Communications Commission this week decided to take no action as a result of the "Men From Mars" broadcast over the CBS network October 30th.

The Commission announced that it believed the steps already taken by the Columbia Broadcasting System to prevent a repetition of the incident were sufficient to protect public interest.

Hence the CBS stations who carried the program will not be held to account when they ask for license renewals as were National Broadcasting Company stations following the broadcast of the "Adam and Eve" episode with Mae West and Charlie McCarthy.

The FCC disclosed that it had received 372 protests against the Orson Welles dramatization of H. G. Wells' 30-year-old novel and 255 letters approving it. The Commissioners who failed to hear the original broadcast listened to a transcription of the program.

Twice before the Commission has called radio stations to account for broadcasting programs about which there had been complaints, although it pointed out that the Communications Act specifically bars it from exercising censorship over what it carried over the air.

In the Mae West case, Chairman Frank R. McNinch sent a formal rebuke to Lenox Lohr, President of NBC, and announced that the program would be taken into account when the network stations applied for license renewals. No station was punished, however, by having its license revoked.

Following the receipt of a complaint that profanity was broadcast in connection with a radio presentation of Eugene O'Neill's "Beyond the Horizon", the Commission first called the NBC stations involved to account and set their licenses for hearing.

When public reaction proved unfavorable, however, the Commission reversed its action and renewed all licenses without a hearing.

Explaining its decision in the Orson Welles case, the FCC said:

THE HISTORY OF THE UNITED STATES

The history of the United States is a story of a people who have built a great nation out of a wilderness. It is a story of a people who have fought for freedom and justice, and who have shown the world that a better way of life is possible.

The story begins with the first Americans, who lived in peace and harmony with nature. They were the first to discover the continent, and they were the first to build a civilization.

Then came the Europeans, who brought with them a new way of life. They fought for the land, and they built a new nation. They were the first to show the world that a better way of life was possible.

The story continues with the struggle for independence. The people fought for their rights, and they won. They built a new nation, and they showed the world that a better way of life was possible.

The story goes on with the growth of the nation. The people built a great empire, and they showed the world that a better way of life was possible. They fought for their rights, and they won.

The story continues with the struggle for civil rights. The people fought for their rights, and they won. They built a new nation, and they showed the world that a better way of life was possible.

The story goes on with the growth of the nation. The people built a great empire, and they showed the world that a better way of life was possible. They fought for their rights, and they won.

The story continues with the struggle for civil rights. The people fought for their rights, and they won. They built a new nation, and they showed the world that a better way of life was possible.

The story goes on with the growth of the nation. The people built a great empire, and they showed the world that a better way of life was possible. They fought for their rights, and they won.

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"While it is regrettable that the broadcast alarmed a substantial number of people, there appeared to be no likelihood of a repetition of the incident and no occasion for action by the Commission.

"In reaching this determination, the Commission had before it a statement by W. B. Lewis, Vice President in Charge of Programs, of the Columbia Broadcasting System, expressing regret that some listeners 'mistook fantasy for fact', and saying in part, 'In order that this may not happen again, the Program Department hereafter will not use the technique of a simulated news broadcast within a dramatization when the circumstances of the broadcast could cause immediate alarm to numbers of listeners.'

"The Commission had also heard a transcript of the program and had been informed regarding a number of communications concerning it."

Immediately after the broadcast Chairman McNinch summoned the heads of the three major networks to Washington for an informal conference on the use of such terms as "flash" and "bulletin" in radio dramatic broadcasts.

A general agreement was reached that the terms should be used with discretion.

Other members of the Commission, who had their fingers burned by the "Beyond the Horizon" incident, favored a complete hands-off policy.

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#### LAWYERS CONSIDER RULES ON COURT BROADCASTS

A joint committee of lawyers, broadcasters and newspaper publishers trying to formulate a code for court room reporting met this week in Washington and discussed the whole problem at length.

The NAB committee, headed by Neville Miller, President of the National Association of Broadcasters, agreed to study the (Newton D.) Baker report, already adopted by the American Bar Association and the American Newspaper Publishers' Association, and to report the broadcasting industry's reaction at the next committee meeting.

Philip G. Loucks, Louis Caldwell, Frank M Russell, of NBC, and Harry C. Butcher, of CBS, were appointed with Mr. Miller on the NAB committee.

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## VOLUMINOUS NBC EXHIBIT FAILS TO SATISFY FCC

After the greater part of three days had been consumed in explaining a 317-page exhibit of the National Broadcasting Company in the chain-monopoly investigation, counsel for the Federal Communications Commission stated that the information was of little value in showing the extent of duplication of programs.

The Special Committee and FCC attorneys asked Philip J. Hennessey, NBC counsel, to furnish additional data as to what NBC stations carry the major NBC programs between 6 and 11 P.M. during the week. The Chase & Sanborn program was mentioned specifically in the discussion.

Mr. Hennessey previously had explained that 45 persons worked 12,000 man-hours preparing the exhibit. He promised to provide the additional information, however.

W. C. Lent, NBC engineer, explained the exhibit and how the information was obtained. He said NBC has about 100 supplemental stations which may be added to either one of the major basic networks if the advertiser wishes to expand his coverage.

With the Congressional monopoly hearing under way on Capitol Hill, the FCC inquiry was practically ignored by the press, except for special writers of trade magazines.

Chairman Frank R. McNinch popped in and out and provided the press with a few quotes as he rapped NBC exhibits or prepared statements, prior to their abolition, and then left Commissioners Sykes and Brown to carry on as the hearing reached the drab stages.

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## ITALY PLANS TELEVISION SERVICE NEXT YEAR

A regular service of television is promised early in 1939 from Rome and Milan, according to World-Radio. It will later be extended to other Italian cities. The ultra-short-wave station on Monte Mario, the hill to the north-west of Rome, was built to transmit television as well as telephony.

The principal manufacturers of radio apparatus are engaged in experimenting with a moderate-priced set for television and sound broadcasts, which, according to the press, it is hoped to put on the market for about \$110.

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## A. T. &amp; T. ATTACKS WALKER'S TELEPHONE REPORT

The long dormant "proposed report" of the Federal Communications Commission on the telephone industry was revived this week as the American Telephone & Telegraph Company filed its answer and Chairman Frank R. McNinch stated that the Commission will make a new report to the next Congress.

The investigation conducted by Commissioner Paul A. Walker, the A. T. & T. charged in 280-pages of denial and protest, was "unfair, incorrect, and unsound".

The Commission is known to be split on the Walker report and several times Chairman McNinch has explained that it was only a "proposed report" and consequently did not represent the views of the full Commission.

Commissioner T.A.M. Craven has been one of the most outspoken critics of the report of the FCC. He stated at the time the preliminary draft was submitted to Congress, last April, that he did not concur in many of the recommendations and disapproved of the manner in which the inquiry was conducted.

"The Walker report is full of errors of fact, misstatements of fact and unjustified inferences and unsupported conclusions", A. T. & T. declared in entering what amounts to a blanket denial of the charges made by Mr. Walker and the efficacy of his suggested program "for effective and progressive regulation of the telephone industry".

Renewing its protest on the ruling by which American Telephone was not permitted to cross examine witnesses or introduce rebuttal testimony during the hearings the Company's reply asserts that, as a result, the investigation was "incapable of producing reliable conclusions".

Based on an FCC inquiry into the structure, operations and management of the A. T. & T. ordered by Congress and conducted over three years at an estimated cost of \$1,500,000, the "proposed report" prepared by Mr. Walker was submitted last March to Chairman McNinch and by him transmitted on April 1st to the Interstate Commerce Committee of the Senate and to the Interstate and Foreign Commerce Committee of the House of Representatives for their information.

The "proposed report" maintained that telephone rates could be and should be reduced 25 per cent, and to that end recommended amendment of the Communications Act to give to the FCC jurisdiction and authority to "review, approve and disapprove" all Bell System policies, to permit regulation of the Western Electric Company by the FCC as a public utility "for the purpose of regulating the costs and prices of telephone apparatus and equipment", to fix temporary rates and to provide for the assessment of the costs of regulation against the industry.

The first part of the document is a letter from the President of the United States to the Congress, dated January 1, 1861. It is a very important document, as it is the first official statement of the President's policy towards the South. The President states that he is a peace man, and that he will do everything in his power to preserve the Union. He also states that he will not use force to keep the South in the Union, unless it is necessary to preserve the Union.

The second part of the document is a letter from the President to the Congress, dated January 1, 1861. It is a very important document, as it is the first official statement of the President's policy towards the South. The President states that he is a peace man, and that he will do everything in his power to preserve the Union. He also states that he will not use force to keep the South in the Union, unless it is necessary to preserve the Union.

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According to the Walker report, American Telephone utilized the connections of its \$4,000,000,000 corporation and its highly organized public relations system to maintain a "monopolistic" position in the telephone field, and through the Western Electric, a subsidiary, to establish "artificial" prices for equipment, and base thereon needlessly high rates to the public for telephone service.

These conclusions were protested at the time and the feasibility of a 25 per cent rate cut denounced as "absurd" by Walter S. Gifford, President of the A. T. & T.

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#### "DEAD SPOTS" HAMPER D.C. POLICE RADIO

Elimination of "dead spots" hampering Washington police radio reception is essential to use of a two-way radio system, Maj. Ernest W. Brown, Superintendent of Police, said this week after the Federal Communications Commission's decision granting eight permits to the Department to install two-way radio units in its police cars.

"In every section of the city there are points where reception of messages by scout cars is either very weak or almost dies down completely", Major Brown said. "These sections include the Federal Triangle area, points under viaducts and on parts of certain bridges. Building construction and electrical apparatus in the downtown area are also partially responsible. Hence a two-way set must be developed through experimentation that will transmit and receive messages in spite of these difficulties."

Major Brown said the Police Department had been experimenting with two-way radio operation for two years, attempting both to eliminate "dead spots" and to determine whether it would be cheaper to construct the sets or to purchase them from commercial organizations. He said the purchase price of such a radio is about \$500.

"When we feel that these two problems have been overcome, we shall probably start out on a modest scale, installing one of these sets in a car which will cover the whole city. If the tests prove successful, I hope ultimately to have a car for each precinct.

Major Brown indicated that if the two-way system is found practical, and the need warrants the step, sets may eventually be installed in all police cars.

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## SOVIETS COPY PATENTS, U. S. RADIO REVIEW STATES

While Soviet Russia would appear to offer a large potential market to American radio manufacturers, actually it imports very little radio equipment and its industries copy patents of other nations, according to Loy W. Henderson, U. S. Charge d'Affaires, at Moscow.

In a review of the radio industry in Russia, just issued by the Bureau of Foreign and Domestic Commerce, Mr. Henderson says:

"Radio equipment on the market is almost exclusively of domestic manufacture. Although in most items the industry is incapable of supplying the existing demand, the importation of additional supplies is kept at the lowest limit maintainable.

"Soviet industry produces almost all kinds of radio equipment and parts. The output is not known, but that the factories are unable to keep up with demand and that the general development is limited, indicates that the total cannot be large.

"Soviet industry is engaged in copying on an extensive scale machinery and other articles which have been invented and patented in other countries, samples or descriptions of which it has obtained by purchase or otherwise. This practice has been facilitated by the fact that it is not illegal in the Soviet Union to copy articles or processes not patented in that country and that relatively few Soviet patents have been granted to persons or firms resident abroad. The Soviet Government is not a party to the Convention for the Protection of Industrial Property (Paris 1888) or to any of its revisions.

"Certain patents have been granted to foreign nationals, but the extent to which the holders have benefitted is not known. In a number of cases the patents were granted under contract whereby technical assistance would be given the Soviet industries in making use of the inventions.

"It would appear that two factors are primarily responsible for the relatively small number of Soviet patents granted to persons and firms resident abroad: (a) the policies of the Soviet Government which result in a curtailment of the number of patents thus granted; (b) a reluctance on the part of foreign inventors to apply for Soviet patents since they feel that even if following protracted and expensive proceedings, they are successful in obtaining patents, they may be unable, in view of the peculiar economic structure of the Soviet Union, to derive any material benefit therefrom."

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## NEW FCC COUNSEL NAMED IN REORGANIZATION

The Federal Communications Commission today (Tuesday) announced the appointment of William C. Koplovitz, of St. Louis, as Assistant General Counsel. His appointment was the first in an expected shake-up of the legal staff as a result of the displacement of Hampson Gary as Chief Counsel by William J. Dempsey.

Mr. Koplovitz is a graduate of Washington University, St. Louis, and the Harvard Law School. He was on the legal staff of the Public Works Administration from 1933 to 1937 when he became associated with the Federal Power Commission, where Mr. Dempsey formerly was employed. Last January Mr. Koplovitz was made Assistant General Counsel of the Power Commission. For the last few months he has been Acting General Counsel of the Commission.

Mr. Koplovitz does not replace anyone, it was said, but fills a vacancy. There are three positions of Assistant General Counsel.

S. King Funkhouser, of Roanoke, Virginia, was appointed temporary Special Counsel to Assist Acting General Counsel William J. Dempsey in the investigation of chain and network broadcasting and monopoly. Mr. Funkhouser is a graduate of the law school of Ohio State University. He has been engaged in general practice for many years, and has also practiced extensively before Government Departments. Mr. Funkhouser was at one time in the Legal Department of the National Recovery Administration.

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## SARNOFF TO GET "POOR RICHARD" AWARD

The Poor Richard Club, of Philadelphia, announced on Sunday last that David Sarnoff, President of the Radio Corporation of America and Chairman of the Board of the National Broadcasting Company, would receive its 1938 gold medal of achievement.

Mr. Sarnoff will be honored at the Club's annual banquet January 17th, birthday of Benjamin Franklin.

The award is made annually to a person whose accomplishments "have materially helped advance American civilization and raised the standards of living of Americans".

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The following information was obtained from a review of the records of the Department of Defense, Office of the Inspector General, and the Department of Defense, Office of the General Counsel, regarding the activities of the [redacted] in the [redacted] area.

It was determined that the [redacted] had been involved in a number of activities, including the [redacted] of [redacted] and the [redacted] of [redacted]. The [redacted] had also been involved in the [redacted] of [redacted] and the [redacted] of [redacted].

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CONFIDENTIAL - SECURITY INFORMATION

The following information was obtained from a review of the records of the Department of Defense, Office of the Inspector General, and the Department of Defense, Office of the General Counsel, regarding the activities of the [redacted] in the [redacted] area.

It was determined that the [redacted] had been involved in a number of activities, including the [redacted] of [redacted] and the [redacted] of [redacted].

The [redacted] had also been involved in the [redacted] of [redacted] and the [redacted] of [redacted]. The [redacted] had also been involved in the [redacted] of [redacted] and the [redacted] of [redacted].

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12/6/38

# CBS BILLINGS FOR NOVEMBER GAIN 2.8%

The Columbia Broadcasting System this week reported gross revenue from time sales for November, totaling \$2,453,410. This represents a gain of 2.8% over October, when the figure was \$2,387,395. Cumulative total for the 11 months of 1938 now stands at \$24,816,337. Comparisons with 1937 records are as follows:

|                 | <u>1937</u> | <u>1938</u> |
|-----------------|-------------|-------------|
| November        | \$2,654,473 | \$2,453,410 |
| First 11 Months | 25,935,500  | 24,816,337  |

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# NBC BILLINGS UP 15.3%; RED, 2.7%, BLUE, 5.4%

Gross client expenditures for NBC facilities hit another all-time high last month as they continued their climb for the twelfth successive month. Registering a rise of 15.3 percent over November, 1938, the total for this November was \$3,899,915. Previous highs were reported for October, 1936, when the gross total was \$3,696,489, and for October, 1938, with a total of \$3,773,964. The eleven months cumulative total was \$37,576,603, a rise over the same period last year of +7.3 percent. The percentage change from October, 1938, was +3.3 percent.

As announced last week, NBC is releasing separate revenue totals for its Red and Blue networks. The Red-Blue breakdown is calculated on the new basis of complete separation of those supplementary groups regularly affiliated with the Red and Blue basic networks. Revenue on supplementaries available to both the Red and Blue networks is divided according to the network on which each program originates.

Stimulated by the current sales drive, the Blue network showed an increase of 5.4 percent for November, 1938, over October. The Red increase for the same period was +2.7 percent.

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A new radio station at Emporia, Kansas, was authorized last week by the Federal Communications Commission. The applicant, Emporia Broadcasting Co., will use 1370 kc. with 100 watts power, daytime only. There is no station in Emporia now.

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12/6/38

TRADE NOTES

An explanation of the procedure practiced before the Federal Communications Commission is contained in a report on "Admission to and Control over Practice Before Federal Administrative Agencies" recently prepared by a Committee of the District Bar Association headed by Louis G. Caldwell.

Lenox R. Lohr, President of the National Broadcasting Company, will address delegates to the biennial meeting of the Federal Council of Churches of Christ in America in the ballroom of the Hotel Statler, Buffalo, N. Y., on December 7th. Mr. Lohr will be the second lay person ever to have addressed the conference in the Council's history, the other having been President Roosevelt. Mr. Lohr and Dr. Ralph W. Sockman will be featured speakers on a special program broadcast from 4:00 to 4:45 P.M., EST, over the NBC Blue-Network. Mr. Lohr's subject will be "Radio and Religion".

The first short-wave radio transmitter in the United States west of the Mississippi River will be erected on Treasure Island, site of San Francisco's World's Fair, and will be in readiness for operation with the opening of the Fair the middle of February. This announcement was made this week by Chester H. Lang, Manager of broadcasting for the General Electric Company, upon receipt of word from the Federal Communications Commission that it had approved the building of this station at the Fair instead of at Belmont, as asked in the original application.

An official of the American Defense Society declared Sunday in New York that six radio stations had refused to broadcast a speech before the Society by Representative Martin Dies, (D.), of Texas, Chairman of the House Committee on Un-American Activities. Officials of three stations (WMCA, WOR, WHN) declared, however, that to their knowledge no request was made for radio time. The National Broadcasting Co. (WEAF, WJZ), which said it attempted to select the most important and appealing programs from the many offered it, stated that the Society requested radio time, but Mr. Dies had not. It added that Mr. Dies "has been heard over NBC networks on seven occasions since last April". Columbia Broadcasting System (WABC) made no comment.

John F. Foyal, Vice-President in Charge of Programs of the National Broadcasting Company, is now en route by airplane to attend the Eighth International Conference of American States at Lima, Peru, as an unofficial observer for the Radio Corporation of America and the National Broadcasting Company.

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12/6/38

## MBS NOVEMBER BILLINGS SET NEW MARK

A 39.7 percent increase in time billings for November is reported for the Mutual Broadcasting System in comparison with the same month in 1937.

Total billings for last month were \$360,928.80, marking the largest individual month's billings in the history of the network. 1938's October figure of \$347,770.61 was the previous all time high. November, 1937, billings totalled \$258,356.87.

A 29.6 percent increase in time billings for the eleven months of 1938 is also reported at this time. Total billings for this period in 1938 were \$2,582,954.82. For the first eleven months of 1937 they were \$1,993,612.50.

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## NBC RATE CARD 25 REFLECTS NET EXPANSION

The National Broadcasting Company last week mailed NBC Network Rate Card No. 25, effective December 1, to advertising agencies and clients with an explanatory letter signed by Roy C. Witmer, Vice-President in Charge of Sales.

"The NBC Network Rate Card, No. 25, incorporates several changes of detail involving the rearrangement of some groups and the addition of 15 new affiliated stations", Mr. Witmer explained. "There is no change in the basic rate structure, except that the new Blue network discounts announced on October 21st are now incorporated in the rate card.

"The Northcentral group (WTMJ, Milwaukee and WIBA, Madison) has been eliminated. WTMJ is now a basic Red network station, while WIBA is listed as a basic supplementary station available with either the basic Red or the basic Blue. KTMS, Santa Barbara and KFSD, San Diego are now listed on the Pacific Coast Blue network, while WTAR, Norfolk is now a basic supplementary station available to Red or Blue.

"From now on, certain supplementary groups will be specifically identified with either the Red or the Blue network, and these are clearly indicated on the new card. However, when available, these groups may still be used on the opposite network. All other supplementary facilities continue to be available to either basic network."

The new stations added to NBC networks since the last rate card was published are: WEEU, Reading; WRAW, Reading; WNBC, New Britain; WMFF, Plattsburgh; KMA, Shenandoah, WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; KUTA, Salt Lake City; WLBZ, Bangor, Maine; WRDO, Augusta, Maine; WGAL, Lancaster; WLAK, Lakeland; WAPO, Chattanooga.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL**—Not for Publication

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No. 1181



## REORGANIZATION RUMORS STIR FCC, INDUSTRY

With the report persisting in the face of official denials that a reorganization of the Federal Communications Commission will be recommended to the next Congress, broadcasters and FCC members were watching developments with keen interest.

An indication from the White House that the governmental reorganization bill might be revived in a different form gave impetus to the speculation although the bill that passed the Senate specifically exempted the FCC from its provisions.

The original Brownlow Committee report, however, it was recalled, proposed that the Federal Communications Commission be absorbed by the Commerce Department and be split into an administrative and engineering bureau and a quasi-judicial commission that would determine policies.

The rumor that Thomas G. Corcoran, author of many New Deal acts, was at work on a bill aimed at abolishing the FCC and substituting a three-man agency came out with a bang this week in a Washington Post story. While similar stories in trade publications and gossip columns had gone officially unnoticed, the Post story brought immediate formal denials from Corcoran and Chairman Frank R. McNinch. Mr. McNinch adopted the unusual procedure of issuing a mimeographed story to the press, in fact.

Nevertheless, the report persisted that Corcoran had been considering the proposal - first suggested by Chairman McNinch at a press conference - of substituting a three-man board for the seven-man Commission, but that the idea had not received White House approval. Hence, the furore that arose when the report was published.

Chairman McNinch, while shouting his innocence of any move to abolish the FCC, has several times indicated his dissatisfaction with the present set-up because of his inability to get 100 percent support from the Commissioners.

At his last press conference, in fact, he stated in answer to questions that he believed a three-man agency might function more efficiently than the present Commission and that he stood ready to make certain recommendations to the President along that line when invited to do so. To date, however, the President has pointedly not requested his advice.



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Reports persist that the President is dissatisfied with the Chairman because of his failure to effect a "house cleaning" without bringing down upon the Commission more unfavorable publicity than it had even in the heyday of the Federal Radio Commission.

The President is said to be desirous of returning Mr. McNinch quietly to the Federal Power Commission, but the FCC "purge" has placed the Chairman in such public limelight that his transfer could only be interpreted as an acknowledgment of failure.

Mr. McNinch himself indicated he would return to the Power Commission early this Fall, but now his transfer is uncertain because of the suggestions in the press that he was quitting under fire and to escape a Congressional investigation.

Meanwhile, the dissension within the Commission persists though it is confined largely to executive meetings. Commissioner T.A.M. Craven, whose refusal to be a "rubber stamp" during the "purge" brought Mr. McNinch's wrath down on his head, has shown no signs of weakening in his resistance of proposals by the Chairman that he considers unsound or dangerous.

Despite reports in gossip columns that the Administration axe was being sharpened for Commander Craven, it is learned from an authoritative source that the President is still well pleased with the work of the former Naval officer whom he has known intimately since the days when Mr. Roosevelt was Assistant Secretary of the Navy.

Commissioner George Henry Payne, long the stormy petrel on the FCC, on the other hand, has been unusually quiet during recent weeks although his votes have registered his opposition to Mr. McNinch's policies. The reason for his change in technique, it is understood, is advice from his physicians to "take it easy".

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#### MACKAY ORDERED TO FILE REQUEST IN BALTIMORE CASE

The Federal Communications Commission this week ordered the Mackay Radio & Telegraph Company to file an application within 30 days for permission to use Postal telegraph facilities already leased between Washington and Baltimore.

Acting on a case that has been pending before the FCC since September, 1936, the Commission over-ruled a motion by Mackay counsel to dismiss the proceedings and held that Mackay's use of the Postal facilities constitutes an "extension" under the provisions of Section 214 of the Communications Act.

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## DEMPSEY REORGANIZES LEGAL STAFF INTO DIVISIONS

William J. Dempsey, General Counsel of the Federal Communications Commission, this week announced that he had effected a reorganization of the Legal Department with the aim of promoting efficiency. It was accomplished, he said, without making any personnel changes.

The Department, he said, has been divided into three divisions - Common Carrier, Broadcast, and Litigation and Administration. These will be headed by Assistant General Counsels James A. Kennedy, George B. Porter, and William C. Koplovitz, respectively.

Under the new set-up the two Broadcast divisions have been consolidated into a single division which has been subdivided into five sections. These are, namely, New Stations; Changes in Existing Facilities; Renewals; Section 310(b) matters; and Revocations and Service Complaints. This new arrangement will enable the attorney or attorneys assigned to a matter to handle it from the time it reaches the Law Department until it is finally acted upon by the Commission.

Few changes have been made in the Common Carrier Division. The Litigation and Administration Division is divided into four sections - Litigation, Research, Hearings and Legislation and Rules and Regulations. Two conference rooms have been set up for conferences on Commission business between lawyers of the department and persons not connected with the Commission. Offices of staff members will not hereafter be used for conference purposes, it was said.

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## NEW PLAN ON PROGRAM COMPLAINTS IS STUDIED

An entirely new plan for handling program complaints against radio stations is being studied by the Special Committee named last Spring by the Federal Communications Commission and is expected to be made public shortly.

The nature of the plan has not been disclosed, but it is understood that it will permit more self-regulation within the industry and do away with the present procedure of calling a station to account after complaints are made against a single program.

Members of the Committee are Commissioners T.A.M. Craven, George Henry Payne, and Eugene O. Sykes.

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## FCC REFUSES TO SPONSOR TELEGRAPH PARLEY

The Federal Communications Commission yesterday (Thursday) declined requests that it sponsor a conference to consider proposals for legislation that might lead to a telegraph merger.

Such a conference had been requested by the trustee in receivership of the Postal Telegraph and Cable Corporation and by an officer of the American Communications Association. It had been suggested to the Commission that all parties interested might agree upon legislation to be recommended to the Congress, empowering the Commission to act upon any application that might hereafter be filed for consolidation or merger of the Western Union Telegraph Company and the Postal Telegraph and Cable Corporation.

The Commission took the view that, as it has no jurisdiction over mergers of telegraph properties, its sponsorship of such a conference, and any effort on its part to arbitrate possible differences of opinion among the parties interested, would be inappropriate. It was felt that the handling of this matter should be left to the Congress.

Proposed legislation to vest in the Commission power to act upon proposed mergers of telegraph companies, and other carriers of written communications, and to safeguard the interests of their workers, was recommended by the Commission in 1935. The Commission has such authority over telephone mergers. The proposed legislation affecting telegraph companies has not yet been acted upon by the Congress.

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## LOHR SAYS RELIGIOUS PROGRAMS MUST BE SUSTAINING

Religious broadcasts must continue on a sustaining basis, Lenox R. Lohr, President of the National Broadcasting Company, declared in an address on Wednesday at the biannual meeting of the Federal Council of Churches of Christ in Buffalo, N. Y.

After tracing the history of NBC's cooperation with religious groups and stressing the importance of maintaining freedom of worship, Mr. Lohr said:

"Commercial sponsors may purchase time to advertise only goods and certain services. During a campaign, time is sold to political parties, in which they may promote their official candidates. However, ideologies, economic and political beliefs, and propaganda are unsuitable, and unacceptable for commercial programs.

1. The purpose of this document is to provide information regarding the activities of the [redacted] and the [redacted] in the [redacted] area.

2. The [redacted] has been identified as a [redacted] and is currently operating in the [redacted] area. The [redacted] has been identified as a [redacted] and is currently operating in the [redacted] area.

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5. The [redacted] has been identified as a [redacted] and is currently operating in the [redacted] area. The [redacted] has been identified as a [redacted] and is currently operating in the [redacted] area.

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"The National Broadcasting Company does not sell time to anyone to discuss religious matters. If time were sold to one denomination, it would be to all. It takes little imagination to see that enough time to go around does not exist. Even if it did, we would be guilty of making available the powerful weapon of radio to those who had the most money with which to present their religious views. It is our policy instead, to provide time, without monetary recompense, to the three great types of religious faiths prevailing in America - the Protestants, the Jews, and the Catholics - as distinguished from individual churches, or small group movements."

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### "WAITING FOR LEFTY" STIRS FCC TO MORALIZING

The Federal Communications Commission this week deliberated seriously over a report of its Legal Division on the profanity in Clifford Odet's world-famed play, "Waiting for Lefty", but after some moralizing decided to do nothing about it.

The matter was brought to the attention of the FCC because of a complaint against a broadcast of the play, which is in the WPA Federal Theatre Project repertoire, by Station WQXR, New York City. The Legal Division culled all of the profanity from the play and presented it before the Commission with a suggestion that some action would be advisable.

Commissioner T.A.M. Craven, who registered the first objection against any FCC censorship of Eugene O'Neill's "Beyond the Horizon", told his fellow Commissioners that he saw nothing particularly wrong about it.

Commissioner Thad H. Brown remarked that it sounded like language used in the trenches and Chairman Frank R. McNinch moralized that it wasn't the kind of language that should enter a home.

Commander Craven, a veteran Navy officer, remarked that he had heard worse profanity in an Admiral's office and that he probably had used just as bad language in his own home at times.

Somewhat non-plussed by this attitude, the FCC decided to renew WQXR's license without a hearing although Commissioner Brown withheld his affirmative vote until after he had examined the script of the radio drama.

Station WQXR, it was pointed out at the FCC meeting, is one of the "high brow" stations of New York and maintains unusually high program standards.

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WASHINGTON, D. C.  
JANUARY 1, 1917

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"MONOTONY PROBE" BRINGS JIBES FROM PRESS

With the removal of the Federal Communications Commission's chain-monopoly hearing from the spacious Labor Department auditorium to a small FCC meeting room, Washington newspapers began poking fun at the lack of public interest in what reporters labelled the "monotony probe".

W. C. Lent, NBC engineer, continued on the stand this week and explained in detail various engineering and technical exhibits.

During his testimony Wednesday he stated that some 12,000,000 persons in various parts of the United States would be unable to receive adequate service from the NBC network under the proposed FCC standards.

With the Congressional monopoly inquiry completely overshadowing the FCC investigation, the Washington Daily News this week reported the latter as follows, in part:

"All of three spectators turned out to take a gander at the Federal Communications Commission's super-colossal investigation of alleged monopoly in radio. Which gives you some idea of why they're calling it the 'Monotony Probe.'

"What started out with such a bang that it took the huge governmental auditorium to hold the eager throng of observers, is now housed in the FCC hearing room. A freight elevator and two phone booths in the Post Office Building are being reserved for future sessions, it is believed. Some 20 people, all told, were there yesterday, almost all either FCC staff or National Broadcasting Co. witnesses. Four disconsolate reporters for the trade press carried on doggedly.

"Just so none of the immortal words bandied back and forth between investigators and witnesses will be lost for posterity, a huge recording machine, manned by a couple of sound engineers, engraves every word on phonograph discs. More than 100 records have been cut so far; each one plays 15 minutes, provided anyone would ever want to play it.

"Its publicity thunder deftly filched by the Capitol Hill monopoly probe, which has an all-star cast of big names, the FCC searchers are trying to make up in volume what they lack in interest.

"Although there have been only 11 days of hearings, 1289 typed pages of transcript have been taken and documentary evidence two feet high has been stacked up. Cooperating fully in attempts to break records, the NBC has devoted 12,000 man-hours to the compilation of just one exhibit, No. 97, in case you're interested."

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12/9/38

## POST-DISPATCH BEGINS FACSIMILE SERVICE

W9XYZ, an experimental radio facsimile broadcasting station operated by the St. Louis Post Dispatch, began this week the world's first regular broadcast on ultra high frequency of specially prepared facsimile newspapers, according to the New York Times. The broadcast will continue daily at 2 P.M.

Experimental laboratory broadcasts of printed matter, photographs and cartoons have been in progress for more than a month and results have been studied by engineers of KSD, commercial broadcasting station of The Post Dispatch. During the last two weeks they have been recorded on fifteen receiving sets placed in the homes of members of the station's staff.

These sets, manufactured by the Radio Corporation of America, are the first capable of receiving high frequency facsimile broadcasts, permitting station operation at any hour of the day.

Experimental equipment recently in use by a few other stations employed standard broadcast wave lengths, restricting the period of their use in the early morning hours when regular commercial broadcasting stations were quiet.

Within the next month the manufacturer expects to put out receivers at a cost of about \$260. Several will be put in public places for demonstration. The range of Station W9XYZ, broadcasting on 31,600 kilocycles, is twenty to thirty miles.

No. 1 of Volume 1 of The Post Dispatch's first radio edition consisted of nine pages, eight and one-half inches long and four columns wide, using the newspaper's regular seven-point type.

On the first page were the leading news articles of the day. Then followed sports news, several pages of pictures, an editorial cartoon, a summary of radio programs and radio gossip, and a page of financial news and stock market quotations.

Printed on only one side, the copy may be cut or folded to make pages of the facsimile newspaper. It is unnecessary for the reader to be on hand when a broadcast begins, since a clock, set for the scheduled time, will automatically start the receiving set and stop it at conclusion of broadcasting. It requires fifteen minutes to transmit one page.

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12/9/38

TRADE NOTES

The name of the Crosley Radio Corporation was changed this week by authority of the Federal Communications Commission to the Crosley Corporation.

As soon as their existing network commitments are fulfilled, two more stations will be added to the Columbia network. They are KOIL, Omaha, and WWNC, Asheville, N.C. Both were CBS members prior to their present affiliation.

Through the affiliation of CMQ, Havana, and its complementary short wave station, COCQ, with the National Broadcasting Company, effective immediately, the number of NBC stations is brought to 166. Five of these are foreign stations. The other foreign stations directly affiliated with NBC are CBF, CBM and CFCF, Montreal, and CBL, Toronto.

John H. Mason has been transferred from the WABC Technical Division, where he has served since 1930, to the post of Assistant Program Director in the Production Department of the Columbia Broadcasting System.

Ernest C. Augsten, of Hartford, Conn., has increased his radio repair business 125 per cent in the past few months by moving from a Main Street location to a "hospital" on the city's outskirts, according to a recent Associated Press report. Augsten's ambulance draws up to the homes with two attendants garbed as internes, ready to rush the "patient" to the hospital on a stretcher. He now employs seven "doctors" and "nurses" in his gleaming white establishment compared to the three who worked in his old place, and, he says, new customers are coming in at the rate of 1,000 every thirty days, with business up 125 per cent.

A construction permit was granted this week for a new radio station at Rock Hill, S. C., to be operated by R. W. Spencer on 1500 kc., with 100 watts power, daytime only.

According to the Danish Radio Broadcasting Monopoly, there was in Denmark at the end of September, 1938, 751,744 radio owners. A year previous the figure stood at 673,914, an increase of 72,000 or 10.3 percent. Figuring that Denmark has 3,750,000 inhabitants, there is now one radio receiving set for every five inhabitants.



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12/9/38

Frank R. McNinch, Chairman of the Federal Communications Commission, will be the speaker on a special program over the National Broadcasting Company networks designed for the recognition of Universal Bible Sunday, a nation-wide celebration planned by the American Bible Society. The subject of his address, which will be broadcast on Sunday, December 11, from 3 to 3:30 P.M., EST, over the NBC-Red Network from Washington, D.C., will be "The Organized Attack on Religion". Commissioner McNinch will protest against assaults which have been made on the Protestant, Catholic and Jewish faiths.

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#### RADIO, TELEPHONE COMPANIES UNDER WAGE-HOUR ACT

The Wage-Hour Administration stated Wednesday that radio stations and telephone companies must abide by the Labor Standards Act as well as banks, insurance companies and newspapers.

Certain firms in such fields had claimed exemption from the minimum wage and maximum hour provisions. They had pointed out that Congress provided exemptions for retail and service establishments doing the bulk of their selling and servicing in intrastate commerce.

In an interpretive bulletin, the General Counsel of the Wage-Hour Administration replied that in his opinion Congress meant by the words "service establishments" only such firms as hotels, restaurants, laundries, garages, barber shops, beauty parlors and funeral homes.

"Service establishments", he said, "are usually local in character and render a service to the ultimate consumer for direct consumption. The service is usually purchased in small quantities for private use rather than for industrial or business use."

The interpretation acknowledged that banks, radio stations, telephone companies, utilities and similar establishments perform a "service".

"It is nevertheless our opinion", he said, "that such enterprises are not, in the ordinary case, sufficiently similar in character to retail establishments to be considered service establishments within the meaning of Section 13 (A)(2)."

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## ZENITH PROFITS \$648,382 FOR HALF YEAR

Zenith Radio Corporation reports a consolidated operating profit for the first six months ended October 31, 1938, of its current fiscal year, amounting to \$648,382.94, after depreciation, excise taxes and liberal reserves, but before provision for Federal Income and Excess Profits Taxes or Undistributed Profits Taxes, as per the Company's books, according to Hugh Robertson, Vice-President and Treasurer.

Supplementing its current line of receivers, the Company has just placed on the market a new receiver, incorporating the Zenith Wavemagnet, a recent development in the Company's laboratories. This set requires no batteries, no antenna or ground - it works anywhere. It is only necessary to plug it into any electric light socket, 110 volt AC or DC, and excellent reception is obtained, when other radios refuse to function. In addition to use anywhere in the home where portability may be desired, this new receiver meets a long standing requirement of offices, hotels, hospitals, clubs, schools, colleges, etc. It is expected that sales of this unit will contribute substantially to the Company's volume during the balance of the current fiscal year.

The Company is expanding its operations in the field of manufacturing sets under contract for motor car builders. It is the aim of the management to obtain a sufficient volume of this business to enable it to keep its plants operating continuously throughout the year.

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## COLUMNIST COMES TO DEFENSE OF RADIO

A spirited defense of radio was carried in the Chicago Daily News recently in the column of Howard Vincent O'Brien. It follows in full:

"I know at least one person who won't have a radio in his house. Why should he, he asks? Nothing but cheap jazz and patent medicine advertisements. Fare for morons. Tripe.

"Poor fellow, he doesn't know what he's missing. He doesn't realize how rapidly radio is growing up, to what an extent it has become an indispensable medium of communication.

"The milestones of progress fly by fast. The crisis in Europe demonstrated what radio can do in the transmission of news and information. I had hardly recovered from my awe at that when I had a demonstration of what radio can do in the transmission of ideas - 'art', if you care to use an indefinable word.

The first of the three reports of the Commission is a general statement of the work of the Commission during the year. It is a very interesting and valuable document, and it is well worth a careful study. The second report is a statement of the work of the Commission during the year, and the third report is a statement of the work of the Commission during the year.

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REPORT OF THE COMMISSIONER OF THE GENERAL LAND OFFICE

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"This was 'Air Raid', written by Archibald MacLeish and broadcast by Columbia. For power and subtlety this piece could be ranked with the best of drama, opera or symphonic music. It was, in short, art of the first class, showing what radio can do when it is served by a poet of MacLeish's caliber.

"There are those who insist that radio can never rise above the level of its listeners - that level being, it is assumed, a woefully low one. According to these critics, 'art' can have no place on the air because the sweaty masses - the simpletons who send box tops for souvenirs - have no appreciation of 'art'.

"I wonder. I have an idea that Homer smote his bloomin' lyre for the amusement of the masses; and I suspect that more of the masses would have clapped their hands at the surge and thunder of Shakespeare's iambics if more of them could have crowded into the pit of the Globe Theater.

"I think it more than doubtful that appreciation of good writing, good music and good pictures is limited to the 'cultured' few. I would guess that 'Air Raid' was just as moving an emotional experience in the sod house of a Nebraska farmer as it was in the drawing room of a Long Island millionaire.

"My own experience with radio began in France, in 1918, when we were thrilled by our ability to send and receive messages at a distance of 50 yards.

"Lately I have been having a new thrill. Thanks to Comdr. Eugene F. McDonald, Jr., naval officer and radio technician, I have become an addict of the short waves. Last evening I listened to news reports from London, Paris, Berlin, Rome and Guatemala City - all in English, all as clear as any local station.

"Such access to the world requires no elaborate equipment. What it does require is knowledge of when and on what wave lengths these stations are on the air.

"Radio's greatest weakness is the lack of information as to what is on the air. More and more, I think, it will be the function of the newspaper to supply that information.

"There is evidence that newspaper antagonism to the radio, based on a fear that radio was diverting advertising revenue, is dissolving. It is doubtless true that some of the money formerly spent in newspaper advertising now goes into radio, but I think that much of that money will presently flow back. Radio advertisers will discover that newspaper advertising is an indispensable link between program and listener. It is obviously absurd to spend large sums on time and talent when only by accident does the customer learn of their existence.

"The time will soon come, I believe, when radio advertisers will make regular use of newspaper advertising to sell, not so much their products as their radio programs. As that revenue develops, the newspapers will devote more space to radio news.

"The world is black with strife; but man's knowledge grows steadily greater."

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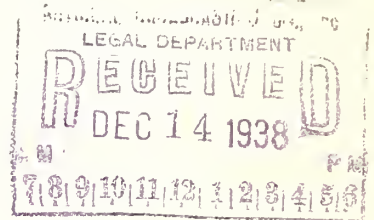
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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL**—Not for Publication



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No. 1182

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December 13, 1938

## WHEELER WARNS RADIO ADS MAY BE LIMITED BY LAW

On the eve of a meeting of the Executive Committee of the National Association of Broadcasters to discuss plans for self-regulation of the broadcasting industry, Senator Wheeler (D.), of Montana, warned the industry that unless it reduces advertising content of programs voluntarily, he will sponsor a bill to have it done by law.

Senator Wheeler, who as Chairman of the Senate Interstate Commerce Committee, has charge of radio legislation in the Senate, spoke at the annual dinner meeting of the Federal Communications Bar Association at the Raleigh Hotel in Washington.

At the same time he assailed Government propaganda programs that are put on the air under the guise of educational programs.

Senator Wheeler took a decided stand against proposed super-power stations, warning that they undoubtedly would result in a monopoly of the air, to be followed by a demand for Government ownership. And, he added, such a step might go further and threaten the democracy of the country, through its control by some future President who might desire to perpetuate himself in office. He told the radio lawyers that there was a question in his mind whether Mussolini, Hitler or Stalin would have been successful in their respective rises to power if they had not had absolute control of the radio.

Senator Wheeler told the lawyers that they should see not only that the Commission functions in a fair and square manner, but that they should see to the regulation of their own radio clients to the end that there would be the least possible regulation by Congress. Unless this is done, he warned there is going to be a demand for Government ownership of the radio, and he added that the American people will rue the day when that time comes. He said that he could not caution the radio industry too much along that particular line.

Senator Wheeler digressed from his prepared address to discuss the part which he said radio would play in the preservation of democracy in this country. He said he didn't believe democracy is a failure here and the way to prove it was to make it work. The way to make it work is to preserve the right for the views of all sides of an issue to be presented over the radio. No radio station, he said, has the right to present only one side of an issue.

# THE HISTORY OF THE UNITED STATES

The history of the United States is a story of a people who have grown from a small colony of English settlers to a great nation. The story begins in 1492 when Christopher Columbus discovered the New World. The first English settlers came to the Americas in 1607, and the first American Revolution was fought in 1776. The United States has since become a world power, and its history is a testament to the strength of its people.

The United States has a rich and diverse history, with many different cultures and traditions. The country has been shaped by the experiences of its people, and its history is a reflection of the values and beliefs that have guided it. The United States is a nation of immigrants, and its history is a story of the people who have come to this land and built a new life for themselves.

The United States has a long and proud history, and its people have made many contributions to the world. The country has been a leader in the development of science, technology, and the arts. The United States is a nation of freedom, and its people have fought to protect their rights and liberties.

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He took a rap at radio commentators who day after day and week after week present what he described as one side of issues. If the people are going to hear the views of one commentator, then there should be commentators to tell the other side, he said, adding that the town hall idea should be enlarged by every station in America.

Senator Wheeler said that he realized that radio stations must have income from advertising, but he added that it was his sincere belief that there is entirely too much radio time consumed by commercial advertising. When, he continued, six or seven minutes of a 15-minute program are devoted to commercial announcements, the effectiveness is greatly reduced, and the program is definitely in bad form. Limited advertising will attract more people to radio programs and there will be more listeners for the advertising, he declared.

"What I chose to call the 'intelligent selfishness' of radio stations", he said, "should dictate a policy of limited advertising with its accompanying increase of listeners. Failure by the industry to rectify this obvious defect in programs inevitably will lead to drastic legislation by the Congress of the United States. And such legislation, I, for one, not only would support but would introduce it, and actively seek its enactment."

Senator Wheeler said that a grave danger, a two-fold threat, "a political and economic monster", seems to be appearing on the broadcasting scene.

He said that 5 per cent of the 700 stations in the country made half the profits in the industry during 1937. It represents, he continued, a trend toward monopoly which is particularly dangerous in broadcasting. He asserted that it was dangerous because it threatens the economic system, but also dangerous because it threatens the social and political system.

While he said that he would not place the responsibility for this discrepancy in the division of profits solely at the door of the operators, or leave it entirely with the licensing authority, it is, nevertheless, a serious problem and should be solved before it becomes more threatening.

"Just as certain as we permit monopoly in radio - or anything which savors of monopoly or monopolistic practices to develop - just so certain are we to have Government ownership and control of radio broadcasting", he asserted. "It is inconceivable to me that the people of the United States will permit a favored and privileged few to control an instrumentality that may mean life or death to democracy. Monopolized radio, public or private, is the means by which dictatorships are created and maintained."

The first part of the report is devoted to a description of the work done during the last year. It is divided into two main sections: the first section deals with the work done in the laboratory, and the second section deals with the work done in the field.

The work done in the laboratory is described in detail. It includes a description of the apparatus used, the methods employed, and the results obtained. The work done in the field is also described in detail. It includes a description of the area surveyed, the methods employed, and the results obtained.

The results of the work done in the laboratory are compared with the results of the work done in the field. It is found that the results obtained in the laboratory are in good agreement with the results obtained in the field.

The work done during the last year has been very successful. It has resulted in the discovery of new facts about the subject, and it has also resulted in the development of new methods of investigation.

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Senator Wheeler was introduced by Duke M. Patrick, retiring President of the Association, who was toastmaster for the dinner. Earlier in the day the Association held its annual meeting at which Frank Roberson, former Assistant General Counsel of the Federal Communications Commission, was elected President. Others elected were Philip J. Hennessey, Jr., First Vice President; Paul M. Segal, Second Vice President; Herbert M. Bingham, Secretary, and John M. Littlepage, Treasurer. Former Representative Swagar Shirley was named to the Executive Committee.

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### NO BAN ON DIES, SAYS LENOX LOHR

Lenox R. Lohr, President of the National Broadcasting Company, denied Sunday that any desire to avoid a controversial discussion had figured in the refusal of Stations WJZ and WEAJ to broadcast statements by Representative Martin Dies, of Texas, December 3rd.

Mr. Dies, who is Chairman of the House Committee Investigating Un-American Activities, spoke at a luncheon of the American Defense Society in New York on that date. WJZ and WEAJ were asked to broadcast the proceedings, but were unable to do so because they were already committed to other programs, Mr. Lohr said.

Mr. Dies, who did not ask the company to broadcast his speech, has spoken over the NBC system seven times since last April and was scheduled to speak again from Washington at 8 P.M. Tuesday (today).

"We have no knowledge of Congressman Dies' proposed speech, and he is free to express his views or opinions whether they are controversial or not", he continued. "There is no policy of the NBC preventing discussion of controversial subjects during its sustaining periods. On the contrary, we invite discussion of controversial subjects in which the public may have an interest and furnish our facilities gratis for discussion by responsible persons on both sides of a question."

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### WIFE OF RMA PRESIDENT DIES

Mrs. Albert S. Wells, wife of the President of the Radio Manufacturers' Association, died Friday evening, December 9th, following an accident last Wednesday while riding horseback. Private funeral services for relatives and friends were held on Monday, December 12th, at the family residence, 6201 North Kilpatrick Avenue, Chicago, and were followed by services at 2 o'clock at Acacia Park Cemetery Chapel, Irving Park Boulevard.

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## ROLE OF RADIO, PRESS, MOVIES CITED BY ACKERMAN

Radio was cited as one of the three modern weapons of mass distribution of words and ideas that must be kept open to the public if liberty is to be maintained in this country, in an address Sunday by Dean Carl W. Ackerman, of the Graduate School of Journalism, Columbia University, at the Washington Cathedral.

"The fate of liberty is not being determined in Washington, or in newspaper offices, or over the radio or in our schools and colleges, or in the pulpit", he said. "Mass opinion, rather than the opinion of intellectual and religious groups, is determining the course of current history.

"Nations fight today with new weapons which destroy morale, hope, faith, confidence, family, racial and spiritual relationships. These weapons may be as destructive of human values and human relationships and of the established institutions of civilization as any military or naval implements. And the massive walls of this Cathedral cannot protect us from attack by these new weapons any more effectively than they could withstand a bombardment, unless we are prepared to defend ourselves with these modern weapons. The modern weapons are words and ideas collected and distributed by the instrumentalities of communication, - the printing press, the radio and the motion picture - to the market places, to the community centers of the nation. These instrumentalities are the agencies of free discussion. They serve as the connecting link between the Bill of Rights and the public usefulness of these rights.

"The task of increasing public faith in liberty depends, I think, upon how the church relates its work to the new market places of the nation created by the radio, the press and the motion picture.

"We cannot isolate a cathedral in the Nation's Capital and expect it to be a National Cathedral. We must recognize that the scientific and the technological developments in the field of communications have enlarged our opportunities and our obligations.

"Even though there may be many practices and policies of the press, the radio and the motion picture industries to which the church should take vigorous exception, all of us should recognize, I think, that during recent years they were important contributing factors in the nationwide revival of public discussion and public interest in liberty. Nevertheless, the significance of this public service does not warrant an indefinite franchise to maintain the status quo. The freedom of the press and of the radio does not belong to the owners of newspapers or radio stations. It belongs also to the church and to the school. It is a public right, in no sense a governmental prerogative or an industrial monopoly.



1. The first of these is the "Generalized" or "G" type, which is the most common and is characterized by a high degree of generalization. It is the type of thinking that is most common in the early stages of development and is characterized by a high degree of generalization. It is the type of thinking that is most common in the early stages of development and is characterized by a high degree of generalization.

"The church should focus its new perspective of liberty on the potential services of the press, the radio and the motion picture to religion. This broad field of communications must serve the church and the initiative must come from within the church."

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#### REALLOCATION DISCUSSED AT BRUSSELS CONFERENCE

The preparation of a draft plan for the redistribution of wavelengths among Europe's broadcasting organizations was among the technical matters that provided the main items on the agenda of a conference of the International Broadcasting Union (U.I.R.) held recently in Brussels under the chairmanship of Monsieur A. Dubois (Holland), the British Broadcasting Corporation reports. About 125 delegates, representing thirty countries, took part.

The preparation of the wave plan - which was initiated at the International Radio Communications Conference at Cairo last Spring - was undertaken by the Union's Technical Commission, which met under the chairmanship of Monsieur R. Brillaud. Three sub-committees were appointed: one to prepare a complete report on the present wavelength situation and on the wishes of the various delegations; one to study the technical bases that could be used for establishing the new plan; and one to give final form to the resolutions. The plan, after submission to the Council of the U.I.R. will be passed to the various European Governments for consideration, and will finally be discussed and adopted at the European Broadcasting Conference to be held in Switzerland early in 1939.

Relays of foreign programs were discussed at an unofficial conference of experts, held under the chairmanship of the President of the U.I.R.'s Program Committee. Fourteen countries, the Secretariat of the League of Nations, and the principal networks of the United States were represented. The conference set up the bases for the exchange of programs and delegates offered their most interesting Winter-season programs for relay. In view of the success of this conference, the delegates agreed that in future two such meetings a year shall be arranged.

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Hearst Radio, Inc., of New York, last week filed its long-delayed application with the Federal Communications Commission for approval of a voluntary transfer of Station WINS to the Metropolitan Broadcasting Corp.

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## DR. JOLLIFFE, HEDGES TESTIFY IN MONOPOLY PROBE

Testimony of Dr. C. B. Jolliffe, Chief Engineer of the Radio Corporation of America, and William S. Hedges, Vice-President in Charge of Station Relations, for the National Broadcasting Company, last week-end and the beginning of this week took some of the "monotony" out of the chain-monopoly investigation by the Federal Communications Commission.

Mr. Hedges explained at some length the details of NBC contracts with affiliated stations after Dr. Jolliffe had discussed engineering problems.

Declaring that it is to the economic interest of radio stations to be affiliated with one of the major networks, Mr. Hedges described his own experience in the operation of Station WMAQ, Chicago, before and after it joined the NBC.

"Stations came and went until networks were formed in 1926", he said. "It was not until then that the radio industry found its economic foundation."

Mr. Hedges denied that there have been arbitrary deletions of affiliated stations by the National Broadcasting Company and stated that affiliated stations may cancel a network commercial program if they can convince the network that a local program is more in the public interest. Practically, he said, there have been no disputes of this character between the network and the affiliated stations.

Only 68 percent of what the sponsor pays for a radio program goes to the network and the stations, Mr. Hedges testified, the other 32 percent being absorbed by the advertising agency and preliminary expenses.

The station's share of the 68 percent increases in accordance with the length of the program series. Thus NBC gets the full amount for the first 16 hours. For the next 25 hours the station is paid 20 percent of the gross on the basis of its rates, for the next 25 hours the station gets 30 percent, and for all over 66 hours it is paid 37 percent.

At the conclusion of the testimony of Dr. Jolliffe, a statement by Sir Noel Ashbridge, Chief Engineer of the British Broadcasting Corporation, was ruled out upon a motion made by William J. Dempsey, FCC General Counsel.

Dr. Jolliffe had quoted Sir Noel on the basis of a telegram received from him with regard to an engineering theory on radio coverage.







Earlier the RCA Chief Engineer stated that reception is generally better in England than in the United States due to atmospheric conditions.

He also stated that, contrary to popular belief, all of this country is not adequately served by radio. Some 21,000,000 persons, or 17.4 percent of the population, he said, have to depend upon secondary service of broadcasting stations and that in some rural sections this is very poor.

"It might be possible to rearrange our present stations geographically so that all the radio audience could have primary service", he said, "but under the American system of broadcasting stations must be located generally in centers of population where they are assured of economic support."

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#### MRS. ROOSEVELT TO PAY TAXES ON RADIO EARNINGS

Mrs. Franklin D. Roosevelt intends to pay income taxes on her future radio earnings, although the Treasury had ruled them tax exempt, it was disclosed this week by friends of hers.

The "purely personal" decision by the President's wife, it was said, was made to avoid any chance of future criticism.

In the past, she has paid income tax on all her earnings except those from radio broadcasts, which were paid direct to a designated charity. Since she received no income for herself, the Treasury ruled in 1934 that such radio earnings were not taxable income.

Mrs. Roosevelt has made no radio broadcasts during the past year, but White House sources said that if she signs any new contracts she will have the money paid directly to her so that it will be taxable.

Mrs. Roosevelt's radio earnings were thrust into the national spotlight in 1937 when Representative Hamilton Fish, Republican, of New York, accused her of using a "loop-hole" to avoid the taxes.

In 1935 Mrs. Roosevelt's radio booking agent was quoted as saying she had made \$119,000 for charity and turned down \$1,000,000 more because suggested programs did not meet her specifications. In 1934 she reported her broadcast receipts were \$36,000, paid directly to the American Friends' Service Committee in Philadelphia.

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THESE ARE THE RESULTS OF THE INVESTIGATION  
CONDUCTED BY THE BUREAU OF THE  
FEDERAL BUREAU OF INVESTIGATION  
ON THE MATTER OF THE  
ALLEGED VIOLATION OF THE  
ANTITRUST LAWS BY THE  
COMPANY OF THE  
STATE OF NEW YORK

IT IS THE POLICY OF THE  
FEDERAL BUREAU OF INVESTIGATION  
TO MAINTAIN THE INTEGRITY  
OF THE FEDERAL GOVERNMENT  
AND TO PROTECT THE PUBLIC  
INTERESTS OF THE UNITED STATES  
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12/13/38

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::: TRADE NOTES :::  
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Col. Robert R. McCormick, publisher of the Chicago Tribune, voiced approval of radio reports of court trials, declaring that "radio will bring the assizes to the countryside", in an address last week before the Chicago Bar Association.

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Fulton Lewis, news commentator for the Mutual Broadcasting System, has made application for admission to the Senate Press Gallery on the same terms as newspaper correspondents. A former reporter for Universal Service, Mr. Lewis has indicated he will make a fight if the Committee denies his application.

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The Columbia Broadcasting System has announced the affiliation, effective December 15, of a new station, WBRY, New Haven-Waterbury, Conn. Operating with a power of 1,000 watts day and night on 1530 kilocycles, WBRY is the only full-time station located in New Haven County.

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The Federal Communications Commission this week granted the application of the Southwestern Bell Telephone Company for authority to acquire and operate all of the interstate toll lines of the United Telephone Company of Kansas.

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A bound volume describing the activities of the Columbia Broadcasting System in covering the recent European crisis has just been issued by CBS under the title "Crisis". It is illustrated.

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The Crosley Corporation, of Cincinnati, has filed an application with the Federal Communications Commission for a new facsimile station license to use 26,000 kc. with 1 KW power.

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THE  
OFFICE  
OF THE  
SECRETARY  
OF THE  
NAVY

Washington, D. C.  
January 10, 1917  
The Honorable  
The President  
The Honorable  
The Speaker of the House of Representatives  
The Honorable  
The Senate

Dear Sirs:  
I have the honor to acknowledge the receipt of your letter of the 8th inst. in relation to the proposed amendment to the Naval Appropriation Bill for the fiscal year 1918, and in reply to inform you that the same has been referred to the proper authorities for their consideration.

I am, Sir, very respectfully,  
Your obedient servant,  
John D. Long  
Secretary of the Navy

Very truly yours,  
John D. Long  
Secretary of the Navy

Enclosed for the President and the Speaker of the House of Representatives are copies of the proposed amendment to the Naval Appropriation Bill for the fiscal year 1918, and of the report of the Secretary of the Navy thereon.

I am, Sir, very respectfully,  
Your obedient servant,  
John D. Long  
Secretary of the Navy

## FCC DENIES CROSLEY PLEA FOR INQUIRY CHANGES

The Federal Communications Commission this week denied a petition of the Crosley Corporation requesting the Commission to adopt a different procedure in handling the WLW, Cincinnati, case. Pursuant to the Commission's action, oral argument will take place before the Commission on Thursday, December 15th at 10 A.M. Crosley's petition asked:

- (1) That the Commission grant leave to withdraw request for oral argument upon exceptions to the report of the Committee on super power filed by it on November 21 without prejudice to petitioner's right to renew its request;
- (2) That the Commission instruct the Committee to modify or amend its report to include specific or proper findings of fact upon each of the issues specified in the Notice of Hearing;
- (3) That the Commission adopt the report of the Committee as so amended as its proposed report; and
- (4) That the Commission take such other steps through counsel or otherwise as may be necessary to acquaint petitioner with the position taken or to be taken by the Commission with respect to each question of law presented by the record.

The Crosley application is for extension of Special Experimental Authorization to use 500 kilowatts power.

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## SOVIETS PLAN RADIO SERVICE EXPANSION

The People's Commissariat for Communications of the U.S.S.R. has worked out a plan for improving radio service to the population in the current year, according to Pravda, Russian newspaper. A new powerful short-wave broadcasting station built near Moscow is to be put into operation. It will be possible to receive the broadcasts of this station directly in the most remote corners of the U.S.S.R., the paper said.

According to the plan of the Commissariat for Communications, 950,000 new radio outlets are to be established in the U.S.S.R. Of this number 330,000 will be set up in the villages. Moscow will receive an additional 80,000 radio outlets, and Leningrad 70,000. The number of wire transmitting





12/13/38

radio stations is also to be increased. Seventy-three such stations with a capacity ranging from 10 to 500 watts are to be built.

It has been decided to devote particular attention to the improvement of existing radio installations, the paper stated. This would make it possible to improve the quality of radio broadcasts. First, it is intended to reconstruct 274 wire-transmitting stations and 136 sound-amplifying sub-stations. Until recently, the existing transmitting radio stations were supplied with electric current regularly. This leads not only to long interruptions in broadcasting, but also to complete cessation of transmission by certain stations. To put an end to this situation, the Commissariat for Communications had decided to built 140 powerstations. They will be built where at present there are no local power stations. In addition, 210 power stations which feed current to existing transmitting stations will be reconstructed.

Street loudspeakers are also to be manufactured. In fulfillment of an order placed by the Commissariat for Communications the Moscow Electric Plant named after Kuibyshev will turn out 90,000 dynamic loudspeakers.

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1. The first part of the report is a general statement of the purpose and scope of the study.

2. The second part of the report is a detailed description of the methods used in the study. This includes a description of the subjects, the materials, and the procedures used. It also includes a description of the data collection and analysis methods.

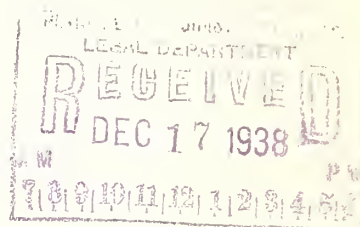
3. The third part of the report is a discussion of the results of the study. This includes a description of the findings and a discussion of their implications.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.



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No. 1183

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## NEW RELAY PRESS SERVICE IN REVISED FCC RULES

A new radio service which will assist newspapers in reporting events in isolated places where other means of communications are absent was made available this week by the Federal Communications Commission.

The special press service, included in a new set of rules governing miscellaneous radio services, would operate in the frequencies above 30,000 kilocycles. Station licenses would be granted to publishers or press associations.

Under this license, it was explained, a reporter could go aboard the hulk of a burning vessel, for instance, and radio his story to the relay press unit on the shore, which, in turn, could telephone or telegraph the story to his desk.

Other new classes of radio services embraced in the revised rules are:

Intermittent Services. A new class of stations is included in this group, namely "provisional stations" to which is allocated the frequencies assigned to "special services" under the previous rules. This class is to be used in connection with various projects which require radio communication for temporary periods in order to safeguard life and property.

This group also includes the licenses now issued to motion picture stations. Such stations have been in operation for nearly eight years and, according to motion picture producers, have resulted in the production of many pictures otherwise impracticable. Picture companies, for example, operating on location in the desert, not served by regular communication facilities, are enabled by these licenses to carry on radio communication with the main office regarding the production of the picture.

Geophysical Service. This service covers stations used in connection with investigations of the physical properties of the earth and its surrounding atmosphere. The only class licensed by the Federal Communications Commission is that termed Geological Station. Most of the major oil companies hold licenses of this class which help them to locate new oil bearing strata without the necessity of aimless exploratory drilling. The Federal Government operates a number of stations of this class, not licensed by the Commission, such as meteorological

THE HISTORY OF THE UNITED STATES

The first part of the history of the United States is the period from the discovery of the continent by Christopher Columbus in 1492 to the establishment of the first permanent settlements in 1607.

The second part of the history of the United States is the period from the establishment of the first permanent settlements in 1607 to the American Revolution in 1776.

The third part of the history of the United States is the period from the American Revolution in 1776 to the present time.

The fourth part of the history of the United States is the period from the present time to the future.

The fifth part of the history of the United States is the period from the future to the end of the world.

The sixth part of the history of the United States is the period from the end of the world to the beginning of the next world.

The seventh part of the history of the United States is the period from the beginning of the next world to the end of the next world.

12/16/38

stations, engaged primarily in scientific studies of the atmosphere; volcanology stations, engaged in studies of physics and phenomena of volcanoes; and hydrological stations, operated primarily for the purpose of measuring, recording and studying the flow of water.

In connection with all classes of stations in the miscellaneous service, provision has been made for the non-exclusive use of frequencies and for the coordination of operations so as to avoid interference and make the most effective use of the frequencies assigned.

Detailed provisions are included respecting applications for licenses, term of licenses, posting, maintenance of logs, inspection, measurement procedure and tests.

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#### GARY GIVEN POST IN EXPORT-IMPORT BANK

Just two months after he was summarily dismissed as General Counsel of the Federal Communications Commission, Hampson Gary, one-time American diplomat and long a member of the bar, was appointed on Tuesday as Solicitor of the Export-Import Bank by Jesse Jones, Chairman of the Reconstruction Finance Corporation.

The position is new in the Export-Import Bank, which comes under the supervision of the RFC.

At the time Mr. Gary was ousted as FCC General Counsel at the beginning of the Frank McNinch "purge", he was reported to have been offered a transfer to the RFC at a salary equal to the \$9,000 he received as Commission counsel. He refused the offer, however, and would not resign.

Mr. Gary, who had a distinguished career in the State Department in the Wilson regime, is a native of Texas and has long been a friend of Jesse Jones.

With the formation of the Federal Communications Commission, Mr. Gary was appointed to the one-year term by President Roosevelt as a Commissioner. Upon expiration he was named FCC General Counsel, a position he held for four years.

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## WLW HEARING POSTPONED UNTIL DECEMBER 22

The Federal Communications Commission this week granted a petition by the Crosley Corporation for postponement of oral argument and enlargement of time for argument in the WLW, Cincinnati, case. The Commission set the argument for December 22, at 10 A.M., instead of December 15, and granted counsel an hour and a half for argument of its case. Counsel for the licensee had asked for two hours, and had stated that the December 15 date did not allow sufficient time for preparation.

Hearings in the investigation of chain and network broadcasting and monopoly will be suspended at the conclusion of the hearing on December 21, instead of December 23, in order that the full Commission may hear the argument in the WLW case. Hearings in the monopoly investigation will be resumed January 4th.

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## McNINCH "PURGE" HELD "WITHIN THE LAW"

Chairman Frank R. McNinch's "purge of the Federal Communications Commission staff was "within the law", Harry B. Mitchell, President of the Civil Service Commission, stated this week upon receipt of a report from an investigator.

While explaining that the Commission did not approve the "purge" itself, Mr. Mitchell said that it did not violate any Civil Service Act or regulation although it abolished three jobs and ousted three veteran Civil Service employees without hearings.

"We have very limited powers, you understand", he explained. "There is nothing we can do about it under our present law."

G. Franklin Wisner, former Chief of Press Relations, who had been discharged with only a few hours' notice after 12 years' service and an "excellent" Civil Service rating, said:

"I'm not surprised at the decision. It merely confirms my original statement that the Civil Service system has broken down and that it offers no protection to Government employees.

"No one in the Government service can feel safe when the politicians can gang up on you and abolish a job on a technicality just to get their friends put in office."



CONFIDENTIAL

The following information was obtained from a review of the files of the Department of the Interior, Bureau of Land Management, and the Bureau of Reclamation, and is being furnished to you for your information. It is to be understood that this information is being furnished to you in confidence and is not to be disclosed to the public.

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REVIEW OF FILES OF THE DEPARTMENT OF THE INTERIOR

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Mr. Wisner was one of three Civil Service employees who were victims of the McNinch "purge". The others were Arnold G. Davis, former Chief Examiner, and Melvin H. Dalbert, Assistant Chief Examiner.

The Civil Service Commission balked Chairman McNinch in his first move to "purge" the FCC staff by turning thumbs down on his request that all key jobs within the Commission organization be removed from protection of the Civil Service by Executive Order.

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#### GERMAN STATIONS REPORTED BLANKING U. S. OUTLETS

American short-wave radio broadcasts are rendered almost entirely inaudible in Mexico by "blanketing" programs from Berlin or from local, German-owned stations, it was reported this week by Mexican visitors to Washington who asked that their names be withheld, according to the Washington Daily News.

They explained that German programs on the same or nearby frequencies set up interference which brings nothing but unintelligible gibberish through the loudspeakers. When American programs sign off, however, the German programs come through with perfect clarity, they added.

The German news programs themselves were characterized as "extremely subtle and highly anti-American".

The visitors added that German-made receivers are sold to Mexican peasants for about 10 pesos, almost less than the duty, and in some cases are actually given away. The sets are similar to those in hotels, in that they can be tuned only to three or four particular stations, all of them German.

Station W8XK, Westinghouse's outlet near Pittsburgh, Pa., is cut out, it was declared, by German-owned stations in Mexico City itself, broadcasting in German and Spanish. Many other short-wave stations financed by German money are located in nearby "banana republics", the visitors said.

At the Federal Communications Commission, officials stated that they had received many complaints of interference with American broadcasts by German programs, but had been unable to prove malicious intent by the Germans. They added that frequent checks on German stations showed they did not vary from their assigned frequencies. They also declared, however, that they had reports of good reception in Mexico for certain American stations.

A check on the frequencies of American and German short-wave stations shows that almost every United States transmitter is flanked within 10 kilocycles by a German or Mexican station. This difference, FCC experts declare, is adequate for clear reception by a good set although they admit it could create sufficient interference to render programs inaudible on less expensive receivers.

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## RENEWAL RULE TO BE ENFORCED, SAYS FCC

Strict adherence to the rule requiring broadcast stations to file application for renewal of license more than sixty days in advance of expiration of the license will hereafter be demanded by the Federal Communications Commission.

No temporary broadcast licenses or extensions of licenses will be issued under any circumstances where the stations fail to file applications for renewal, the FCC stated. When an application is received less than sixty days in advance of expiration of license, a temporary extension of license only will be granted, and the reasons for so acting will be made public.

Experience has shown that sixty days is the minimum time required for the staff to check and study applications adequately and for the Commissioners to give them effective study and consideration, it was said.

Under the Commission's rules applications for renewal of station licenses must be filed more than sixty days prior to the expiration date of the licenses. In many instances stations have filed applications late and in a few the Commission has failed to receive any application.

The Commission took the view that temporary extensions, even for thirty days, are unwarranted and may not be legally granted where no application has been filed. Licensees must accept full responsibility for filing their applications in good time and in proper form under the Commission's rules.

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## PAYNE CALLS AT WHITE HOUSE AT OWN REQUEST

Commissioner George Henry Payne called at the White House and conferred with President Roosevelt for a quarter of an hour or longer on Wednesday of this week after requesting an audience.

As he left immediately for New York, no explanation of the visit was given out. Although rumors were current that Commissioner Payne is preparing to tender his resignation, persons close to the Commissioner discounted the idea.

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NBC'S LATIN AMERICAN PROGRAMS EXCEED NAZI, FASCIST

The National Broadcasting Company's international stations are sending more hours of radio entertainment into Latin America than either Germany or Italy, the Federal Communications Commission was told this week during the network monopoly hearing.

Varying from testimony on NBC's network operations, Frank E. Mason, Vice-President in Charge of Short-Wave Broadcasting, described the NBC work in the non-commercial international field.

He told the Federal Communications Commission that NBC with two transmitters broadcast 63 hours a week of Spanish and Portuguese programs and expects to increase this to 112 with the inauguration of new transmitters within a fortnight.

German programs directed at South and Central America, he said, occupy only 56 hours a week, and many of these are in German, obviously directed at native Germans who have settled there. Italian programs consume less than ten hours a week.

France has  $33\frac{1}{2}$  hours of such programs, while England transmits  $18\frac{3}{4}$  hours, Japan, 7 hours, and Holland, 4 hours.

Mr. Mason's testimony covered only NBC's operations, although the Columbia Broadcasting System, General Electric and the World Wide Broadcasting Foundation, of Boston, also transmit special programs in Spanish and Portuguese to Latin-America.

From the point of view of an American listener, who accepts a radio receiver as a necessity, the nations of the world are making much ado over a comparative handful of listeners.

Mr. Mason testified that whereas the combined Latin-American population is 120,518,170, they possess only 2,064,882 radio receivers. The United States, with a slightly larger population, has 26,500,000 radio-equipped homes, as well as automobile radios and often more than one set to a family.

The National Broadcasting Company makes no effort to transmit programs in English to the scattered Americans in the southern hemisphere, Mr. Mason said, feeling that they are too few and scattered and that they "will be good Americans anyway".

Many Americans abroad, he said, have asked the network to put popular radio features on the short-waves but experience has convinced NBC that native listeners resent English-speaking programs.



Short-wave listeners learn to depend upon the regularity of a news broadcast or language period rather than newspaper schedules, Mr. Mason said. They also become so fond of the announcers, often native to the country at which the program is directed, that they send him pictures of the new baby or the home.

"News broadcasts are the backbone of international broadcasting", he said, pointing out that most periods open with a quarter-hour news review. Recordings are widely used, he explained, because of time differences between the United States and receiving countries.

The only highlight of earlier testimony this week given by William S. Hedges, Vice-President of NBC in Charge of Station Relations, was his comment on a competitor, the Mutual Broadcasting System.

Questioned by Judge Eugene O. Sykes as to why certain NBC affiliates also are associated with other networks, Mr. Hedges said:

"NBC has not approved these exceptions, and it has found it impossible to understand why the Mutual Broadcasting System picks the NBC affiliate in Philadelphia (WFIL) when another full-time station without any network affiliation is available unless it is to attach itself as a parasite to benefit from the prestige which NBC has developed for its affiliate."

William J. Dempsey, FCC counsel, moved that the remark be stricken from the record, but it was retained upon objection being voiced by Philip Hennessey, NBC attorney.

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#### I. T. & T. ARRANGES FOR LONG TERM LOANS

International Telephone and Telegraph Corporation has announced that it has completed arrangements for long term loans in the form of ten year  $4\frac{1}{2}\%$  notes for \$15,000,000 principal amount. Of this amount \$10,000,000 will be taken by the Export-Import Bank of Washington, and the remaining \$5,000,000 by a group of New York banks consisting of J. P. Morgan & Co., The National City Bank of New York, The First National Bank of the City of New York, Bankers Trust Company and Guaranty Trust Company of New York. The loans will be made on a basis to yield approximately  $5\frac{1}{4}\%$ . The above will complete the company's program for liquidating its maturing debentures and short term bank debt which together amounted to approximately \$60,000,000 on January 1, 1937. Upon the completion of the foregoing program, the International Telephone and Telegraph Corporation (Parent Company) will have no short term bank debts and the earliest of its maturities will be the new ten year notes referred to above.

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12/16/38

## NAB TAKES FIRST STEPS TOWARD SELF-REGULATION

Taking its first steps toward self-regulation of the radio industry to offset stricter government control, the National Association of Broadcasters' Directors this week authorized Neville Miller, NAB President, to name a special committee to study radio programs and make appropriate recommendations to the next Association convention at San Francisco in July.

Although the Directors discussed many phases of the problem in executive session, the only action other than that to set up a committee, that drew unanimous support was a resolution to condemn liquor advertising on the air.

Mr. Miller said that two committees will be appointed by him in the near future. One will make a thorough study of broadcasting program standards and will suggest changes in the NAB code of ethics, while the other will constitute a Standing Committee, meeting four times a year, to police the code and keep it up to date.

Other actions taken by the NAB Directors were:

Authorized sale of NAB transcription library to E. C. Brinckerhoff & Co., New York, for \$25,000 cash and subsequent reimbursement conditional upon sale of the transcriptions.

Authorized appropriation of between \$5,000 and \$7,500 for continued operation of Joint Committee on Radio Research next year providing the networks also contribute.

Authorized an appropriation of \$2,500 to match an equal sum of the Radio Manufacturers' Association for a joint radio promotion campaign.

Adopted a committee report providing for admission of engineers, lawyers, and others as associate members of the NAB without voting privileges.

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CROSLEY S-W STATION RAISED TO 50 KW.

The Crosley Corporation, operating the international broadcasting station W8XAL this week announced the construction of a new 50,000 watt transmitter to replace the old 10,000 watt W8XAL and the addition of operation on four more frequency bands, thus giving the new W8XAL a spot on all six frequency bands for international broadcasting.





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Unique feature of the new international broadcasting station is the installation and utilization of two 50,000 watt transmitters, which, when put into alternate operation, will provide instantaneous switching from one frequency band to another, thus making it possible for W8XAL to broadcast directly and surely to any predetermined continent or city.

And with provisions to operate on all six international broadcasting frequencies, W8XAL is now able to broadcast to any given part of the world, regardless of the time of day, the season of year and the period of the 11 year solar cycle.

An antenna system for W8XAL now under development will make possible directionalization to any country on any frequency, R. J. Rockwell, Technical Supervisor of the Crosley stations, said.

Cost of the new equipment and construction, not including antenna, has been quoted in excess of \$150,000.

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#### 1938 CANADIAN RADIO SALES INCREASE FOR FIRST NINE MONTHS

Sales of all types of radio sets to dealers in Canada during the first nine months of 1938 amounted to 128,322 sets valued at \$10,233,850, compared with 148,911 sets valued at \$12,617,630 in the corresponding nine months of 1937, according to a report to the Department of Commerce from the office of the American Commercial Attache at Ottawa.

During October, 1938, sales of sets to dealers amounted to 35,518 units valued at \$2,922,740, as compared with 36,473 units valued at \$3,178,168 in October, 1937. Inventories as of October 31, 1938, totaled 66,662 units as compared with 70,446 units on hand at the end of October last year, the report stated.

Projected production, November 1, 1938, to January 31, 1939, is scheduled at 33,815 units, including 28,020 alternating current chassis, 5,093 battery sets, and 702 automobile sets, according to the report.

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10/1/1911

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U.S. DEPT. OF AGRICULTURE  
WASHINGTON, D.C.

Dear Sir:  
I have the honor to acknowledge the receipt of your letter of the 28th inst. in relation to the matter of the purchase of land for the establishment of a national monument.

The Department is very anxious to have the land purchased as soon as possible, and will endeavor to expedite the matter. The land is of great value to the Government, and it is the policy of the Department to acquire it as soon as it is available.

I am, Sir, very respectfully,  
Yours very truly,  
J. H. ...

Very truly yours,  
J. H. ...

Very truly yours,  
J. H. ...

Very truly yours,  
J. H. ...



12/16/38

## REACTIONS TO TELEVISION INTERVIEWS VARY WIDELY

"People interviewed before the television camera vary in their reactions", observes World-Radio. "To some the experience suggests that by comparison the Spanish Inquisition was a mere teasing match; to others the thought of being seen as well as heard is an inspiration which enables them to give of their best.

"But the effect on the interviewee is of less importance to the viewer than the effect on himself. Are television interviews interesting? Are they more 'alive' than interviews in sound alone, or is the sight of the interviewee a distraction? (These questions have been raised in criticism of the policy of bringing sporting personalities to the television studio to interview them on their past achievements and hopes for the future).

"The answer is best supplied by another question: Is it better to be blind or to be able to see? Television supplements voice and inflexion with gesture and facial expression. In Latin countries, therefore, it may be an even greater boon than in the north, where speakers convey their meaning with less waving of hands and puckering of eyebrows. But the fact remains that people of all nationalities do impress their personalities on others by look and gesture, and, if only for this reason, the television interview holds the attention to a greater degree than sound alone.

"'Picture Page', the weekly magazine feature at Alexandra Palace, consists almost entirely of interviews. Very often the subjects discussed are not of fundamental importance. But personality, whether of a stamp-collector or a flower-seller, is projected as forcefully as in a portrait by Velasquez or Van Dyck.

"To what extent music, per se, should be presented in television has always been a problem. Many people consider that music, or the manner in which it is produced, has no pictorial value, and they point to the unlovely apparition of a trombone-player in full blast.

"But there are various ways of making music look interesting, and ballet is one of them."

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THE HISTORY OF THE UNITED STATES

The first of the great principles of the American Revolution was the right of the people to alter or to abolish their government, and to institute a new one, when it becomes destructive of the ends for which it was established.

The second principle was the right of the people to be secure in their persons, houses, papers, and effects, against unreasonable searches and seizures.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

DEC 22 1938

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December 20, 1938

## MONOPOLY HEARING RESULTS NIL AT RECESS

If the Federal Communications Commission hopes to avert a Congressional investigation of itself and the radio industry on the basis of its own chain-monopoly inquiry, it is likely to be disappointed in the opinion of informed observers.

With five weeks of the investigation completed and the FCC Committee preparing to take a Christmas recess on Wednesday, it is apparent that no information or testimony not heretofore known to the FCC and available to the public has been produced.

Even Chairman Frank R. McNinch has lost most of his early enthusiasm for the probe and has left the tedious job of presiding at the hearing to Commissioners Eugene O. Sykes and Thad H. Brown. They, too, have found the role tiresome and usually take turns at presiding while the other goes out. Fifteen-minute recesses during the morning and afternoon also are taken to give everybody a rest.

Volumes of exhibits and testimony constitute the only tangible result of the hearing to date although it is likely that the inquiry will drag on through the Winter and into the Spring.

Chairman McNinch's ban on prepared statements, instead of speeding up the investigation, seems to have enabled NBC counsel to drag out the testimony.

A revival of public interest in the inquiry is expected after the holidays, however, when Lenox Lohr, President of the NBC takes the stand and as the Columbia Broadcasting System opens its case.

Once the CBS starts its parade of technical witnesses, though, it is probable that the hearing again will be avoided except by persons whose presence is required by their jobs.

A detailed account of relations between the NBC and its advertisers was given as last week's sessions came to a close. Roy C. Witmer, Vice-President in Charge of Sales, was the witness.

He explained provisions of a typical advertising contract and stated that some contracts are made directly with advertisers and others are negotiated through an agency. Thirteen weeks is the minimum time, except for special event broadcasts,



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he said. This time was settled upon as a result of the network's experience with cancellations during the depression.

Before Mr. Witmer took the stand, brief testimony was given by Walter J. Damm, of the Journal Company, Milwaukee, and Alfred H. Morton, NBC Vice-President in Charge of Managed, Operated and Programmed Stations.

Earlier, William S. Hedges, Vice-President in Charge of Station Relations, was cross-examined by FCC General Counsel William J. Dempsey and his aides.

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#### FRANCE PLANS CHAIN OF TELEVISION STATIONS

A chain of television stations that will cover the whole of France is being projected by the French Minister in Charge of Communications Affairs, according to World-Radio.

The statement is attributed to M. Jules Julien, the Minister, and is said to have been taken from the Paris journal, L'Intransigeant.

The television stations at Lyons and Lillie, which are identical with the Eiffel tower transmitter, will be completed shortly, it was said, after which the chain construction will begin.

Television will be used more and more, the French Minister said, for outdoor transmissions, such as races, sporting events, and ceremonies, and everything possible will be done to popularize it.

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#### NEW STATION IN UTAH IS RECOMMENDED

Granting of a construction permit to Clifton A. Tolboe, doing business as the Citizens Voice and Air Show, for operation on 1210 kc. with 100-250 watts power, unlimited time, was recommended to the Federal Communications Commission this week by Examiner P. W. Seward.

At the same time he recommended that Stations WJBL, Decatur, Ill., and WBOW Terre Haute, Ind., be permitted to exchange frequencies of 1200 and 1310 kc., respectively.

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1. The first part of the report deals with the general situation in the country. It is a very interesting and informative study of the country's development since 1945.

2. The second part of the report deals with the economic situation. It is a very interesting and informative study of the country's economic development since 1945.

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3. The third part of the report deals with the social situation. It is a very interesting and informative study of the country's social development since 1945.

4. The fourth part of the report deals with the political situation. It is a very interesting and informative study of the country's political development since 1945.

5. The fifth part of the report deals with the cultural situation. It is a very interesting and informative study of the country's cultural development since 1945.

6. The sixth part of the report deals with the foreign relations situation. It is a very interesting and informative study of the country's foreign relations since 1945.

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7. The seventh part of the report deals with the military situation. It is a very interesting and informative study of the country's military development since 1945.

8. The eighth part of the report deals with the future prospects. It is a very interesting and informative study of the country's future prospects since 1945.

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## TELEVISION PRESENTATION ANNOUNCED, POSTPONED

President Roosevelt and some of his aides in the Administration almost got gifts of television receivers this week, but something went wrong and the sets never crossed the White House corridors.

Following the publication of a press release from the American Television Corporation, of New York City, stating that television receivers had been given to the President and others, a telegram was sent out Monday night to Washington correspondents saying:

"Important you cancel Tuesday White House television release. Event postponed."

While there was no official explanation for the cancellation, it was reported that White House officials had decided not to accept the gifts.

Besides the White House, television sets were to be installed in the homes of Secretary Ickes, Acting Secretary Ebert K. Burlew of the Interior Department, and Marvin H. McIntyre, Secretary to the President.

As correspondents asked the question, "What are they going to receive?", the donor explained in a statement to the press:

"Although Washington is not yet equipped with a public telecasting station, the Capital is looked upon as the most active potential center of picture broadcasting because of its position of influence and effect upon public affairs.

"The set installed at the White House is of the all-electronic type, designed to receive the standard 441-line image and regular radio broadcasts as well as the sound affiliated with picture reception.

The installations were to be made by Samuel M. Saltzman, American Television Executive.

The new sight-and-sound receiver was described as a "videor" model designed to pick up telecasts from studio, theater and concert stage, or from the portable-mobile unit, a truck-borne camera which has been used successfully by broadcasters to televise sports and news events.

The cabinet which houses the cathode ray tube and other video-audio parts of the set was specially designed by Lurelle Guild, industrial engineer.

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## EXAMINER RECOMMENDS WFBR SYNCHRONOUS EXPERIMENT

A new experiment in synchronous broadcasting, involving a regional station and the use of a low-powered secondary outlet, was recommended to the Federal Communications Commission this week by Examiner Tyler Berry.

Station WFBR, Baltimore, which is now building a new transmitter to use 5 KW. power daytime and 1 KW at night on 1270 kc., asked authorization to build and operate a synchronous station at Frederick, Maryland, with variable power from 10 to 100 watts. Frederick and Baltimore are about 45 miles apart by air line.

The synchronous station will be located at the Francis Scott Key Hotel, Frederick. The installation of the proposed synchronous station varies in no essential respect from the installation of any broadcasting station except for the addition of the synchronizing equipment which is designed to automatically adjust the frequency of the carrier radiated by the synchronous station to the same frequency as that of the master station, which will be located near Baltimore. A wire line connection from the master station to the synchronous station will be utilized for this purpose. The radiation of the synchronous station will be very much the same as if it were an independent broadcast station.

It is estimated that the construction of the proposed synchronous station at Frederick will cost approximately \$15,525.

Examiner Berry, in his findings of fact said:

"The experiments will embrace consideration of the use of a synchronous station on a regional channel; a determination of radiation efficiency of the synchronous radiator; a measurement of the coverage of the synchronous station; observations on night limitation to the station from co-channel stations and the location and delineation of the zones of interference between the synchronous station and the master station, where various powers are used at the synchronous station.

"The first three of the proposed experimental elements are not primarily of an experimental nature. However, the general experimental plan of the applicant is considered feasible, and if the authorization is granted, it would present an opportunity to make a study as to the actual ratio of the desired to the undesired signal as between the master and synchronous stations, in order to receive signals in the area where there is interference between the two. Information thus obtained would be of general application and would constitute some contribution to the advancement of the radio art. Also, if the experiments proposed prove successful, it will be possible to improve and enlarge the services of existing local and regional stations.

1. The first step is to identify the variables involved in the problem. In this case, the variables are the number of hours worked (H) and the number of hours of leisure (L). The total number of hours available is 24 hours per day.

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"In this connection it should be noted that there are no specific rules or regulations adequately governing the operation of synchronous stations, and therefore, what is expected of an experimental synchronous program and the antenna efficiency required, if any, have not been adequately determined.

The proposed experimental operation and experimentation will be under the direct supervision of a qualified engineer, with an adequate staff of engineers competent to carry on the program of research and experimentation.

The interests of Stations WASH, WOOD, WFDX and WOL will not be adversely affected by reason of interference.

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#### PRINCETON TO STUDY "MARS INVASION"

With a \$3,000 grant from the General Education Board of New York City, Princeton University's radio project is embarking on a study of the effects of the recent Orson Welles broadcast of an "Invasion" from Mars, Dr. Harold W. Dodds, President of the University, announced this week.

The project has been working for more than a year on an analysis of the radio's influence on the lives of its listeners. The School of Public and International Affairs, supported by a \$67,000 grant from the Rockefeller Foundation, has been the sponsor of the work.

"Investigation of the broadcast, which was based on H. G. Wells' book, "The War of the Worlds", will be confined to the educational aspects of the situation, leading to "first, a determination of the general extent and nature of the public reaction of the broadcast; second, the social psychological reasons for this reaction in various types of individuals."

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The Federal Communications Commission this week denied the application of Juan Piza, of San Juan, Puerto Rico, for a permit to construct a new experimental broadcast station for the reasons that the applicant has now shown that either he or his technical staff is qualified to undertake his program of experimentation and for other reasons.

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## PERFORMERS' RIGHTS STUDIED BY INTERNATIONAL LABOR

Another step in the battle over performers' rights in their productions on records and in broadcasts is reported by the International Labor Office at Geneva, Switzerland, the National Association of Broadcasters disclosed this week.

A committee representing recordings interests, broadcasters and performers suggested that the International Labor Organization adopt the following principles:

"Without prejudice to the exclusive rights of authors, no record and no broadcast may be made without the consent of the performer. (This provision does not cover recording for the internal technical needs of the broadcasting institution.)

"The performer is entitled to require that his name be indicated on records of his performances and when his performances are broadcast.

"The performer is entitled to claim from his employer a separate remuneration, distinct from the remuneration for the performance itself, if his performance is broadcast (in the case of theatrical performances or concerts given in theatres or public halls), even when his contract contains no provision to that effect.

"Performers should be protected against clandestine recording (that is recording without the performer's knowledge and consent) and against all use of such records.

"The broadcasting organizations are entitled to register artists' performances for broadcasting at a later date without making a payment additional to that stipulated for the direct broadcast. On the other hand, if subsequent use is made of the registration, special remuneration must be given for it.

"Exercise of these rights should be vested in performers or, in the case of group performances, in the persons empowered to this effect.

"The acquisition from an artist of the right to record all his future performances in consideration of a lump sum payment should be prohibited.

"The experts also agreed on including in the proposed regulations provisions concerning the duration of the rights of performers, their transfer to the heirs of the artist, exceptions to be allowed in the application of the rights of performers for concerts in the public interest, and methods of the transmission of all or part of such rights. They also stressed the necessity of providing for arbitration in case of dispute."





If the Organization adopts these principles at a future June meeting and if they are adopted by the United States Senate, they will have the force of Federal law in this country, the NAB explained.

The United States was not represented on the committee that adopted these principles, but is represented at the June conferences.

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### RADIO NOTABLES ENJOY GRIDIRON DINNER

No dinner during the entire year brings more celebrities under the same roof than the Gridiron, and this year was no exception to the rule. President Roosevelt, however, broke a precedence of forty years by not speaking at this dinner. There are always two set speeches at the Gridiron - one by the President of the United States, and the other usually by an outstanding citizen of the opposing political party. This year, however, President Roosevelt nominated Postmaster General Farley to speak for him. The other speaker was Thomas E. Dewey, of New York.

Among the radio celebrities present was the newest of them all, Orson Wells of the Mercury Theater, whose amazing broadcast was the subject of a Gridiron skit. Others identified with the industry who attended, were:

Capt. Taylor Branson, leader of the United States Marine Band, who at the old Navy station at Anacostia, put on one of the first musical broadcasts in this country; Gene Buck, President, American Society of Composers; Harry Butcher, Vice-President, Columbia Broadcasting System, Washington; Raymond Clapper, new NBC radio commentator; Martin Codel, Editor, Broadcasting Magazine; Irving Herriott, counsel for the Zenith Radio Corporation; Maj. Lenox Lohr, President, National Broadcasting Company; Commdr. E. F. McDonald, Jr., President, Zenith Radio Corporation; Edgar Morris, Washington representative of Zenith; Kurt G. Sell, German Broadcasting Company; and Gerard Swope, President, General Electric Company.

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"Listeners Digest", a monthly devoted to publishing the best radio broadcasts, in whole or in part, will make its appearance in January. Published by Conde Nast Press, it will sell for 25 cents a copy and will accept no advertising.

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1. The first step in the process of identifying a problem is to recognize that a problem exists. This involves gathering information about the situation and identifying the specific issue that needs to be addressed.

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## BRITISH BROADCASTING HOUSE TO DOUBLE SIZE

Excavation of the site upon which Broadcasting House, London, will be extended to more than twice its present size has begun, according to the British Broadcasting Corporation.

More than a million cubic yards of earth will be removed, and the depth to which the building will go - fifty-four feet below pavement level - will be lower than the vaults of the Bank of England, BBC stated. Broadcasting House is probably London's deepest building. So large will be the volume of the pit from which the superstructure will ultimately rise that it would have a capacity of nearly ten million gallons of water.

The work of excavation and the erection of retaining walls around the site, which has already been cleared, will be complete by about the middle of 1939. Soon afterwards, work will begin on the construction of the new building, which will be ready for occupation by the end of 1940. The site area at ground-floor level is 20,950 square feet, compared with the 17,390 square feet of the existing building.

The elevation - one of five schemes submitted - has been approved by the Royal Fine Art Commission. The architectural treatment of the extension will continue and amplify that of the existing facade to Portland Place, the two parts of the building forming a complete architectural entity that will be both dignified and in harmony with its surroundings.

Five underground studios will be incorporated in the extension, and in order to eliminate all possible risk of extraneous noise each will be constructed as a separate shell, floated and isolated from the building itself. There will be a General Purposes studio, 80 ft. long, 54 ft. wide, and 30 ft. high; three Dramatic studios; an Effects studio; and a number of rehearsal rooms.

Above ground-floor level the extension is designed as an office building, with rather more accommodation than Broadcasting House has at present. There will be a Control Room suite on the seventh floor but this does not replace the present Control Room.

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## TWO STATION TRANSFERS APPROVED BY FCC

The Federal Communications Commission this week approved the license transfers of two stations. One was Station WMBO, Auburn, N.Y., from Roy L. Robertson to the Auburn Publishing Company, which publishes the Citizen-Advertiser, for \$15,000.

The other involved a stock redistribution and a change in the ownership of Station KFDM, Beaumont, Tex., from the Magnolia Petroleum Company to the Sabine Broadcasting Company.

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## CBS BUYS COLUMBIA PHONOGRAPH COMPANY

The Columbia Broadcasting System this week purchased the American Record Corporation from Consolidated Film Industries, Inc., it was announced by William S. Paley, President of Columbia. An interesting aspect of the purchase is that the Columbia Phonograph Company, one of the American Record Corporation subsidiaries, some years ago was the owner of the Columbia Broadcasting System. Through the acquisition the Columbia Broadcasting System takes over the manufacture and distribution not only of Columbia phonograph records but also of Brunswick, Vocalian and other well known labels.

"The popularity of home records has grown tremendously during the last few years", Mr. Paley said, "and there is every indication that future increases are assured. Technical advances in radio combinations, phonographs, record playing attachments, and in the discs themselves, have greatly improved the quality of music that records can reproduce in the home. As a result there has been a widespread revival of interest among people of all ages in both classical and popular records."

"Within a few weeks", Mr. Paley said, "we hope to know enough about the details of the new company to issue statements covering general policies and the personnel who will be in charge. Our primary purpose will be to find new patterns for both serious and popular music which will give the greatest enjoyment to the public. We plan to accelerate record sales both by vigorous business management and by innovations in the production and marketing of records. Special interest will be paid to the field of education."

"Broadcasting and records have a great deal in common", Mr. Paley continued. "Both appeal to the ear, rely in general on the same artists, and have a great many similar technical problems. We feel that the Columbia Broadcasting System in entering the record business is broadening the base of its service along natural lines. Intensive consumer studies have disclosed the fact that the use of phonograph records is supplemental to and not a substitute for radio listening. They indicate also that radio broadcasting in itself has widened the market for records. People come to know compositions by hearing them on the air, then buy records so that they can hear the music they are familiar with at the moment they want to hear it."

The American Record Corporation's subsidiaries are Columbia Phonograph Company, Inc., Brunswick Record Corporation, American Record Corporation of California, and Master Records, Inc. A number of inactive subsidiaries are also included. Of the stock acquired by the Columbia Broadcasting System 20 percent will be held by a minority group under an option giving the broadcasting company the right to re-purchase it after a period of years.



The American Record Corporation has pressing plants in Bridgeport, Connecticut, and in Hollywood capable of manufacturing a large share of the entire output of this country. The corporation has several foreign exchange agreements, notably with Columbia Graphophone, Ltd. and Electrical Musical Industries, both in London, by which the outstanding American and European recordings are exchanged.

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#### COMMENTATOR ADDRESSES OPEN LETTER TO McNINCH

Dorothy Thompson, distinguished newspaper commentator, addressed an open letter to Chairman Frank R. McNinch, of the Federal Communications Commission in her syndicated column Monday regarding the Father Coughlin broadcasts.

Quoting from Chairman McNinch's address to the National Association of Broadcasters at White Sulphur Springs, and from his rebuke of the National Broadcasting Company in the Mae West episode, Miss Thompson asks why the FCC Chairman hasn't had something to say about what she considers a more important "abuse of the air".

"In view of the policy which you so clearly enunciated a month ago, may I ask whether you have been listening to the broadcasts of Father Coughlin?" she wrote. "Have you sent for the records of them? And if you have, do they, in your opinion, contribute to the fomenting of 'racial or religious persecution?' Do you believe that they serve to 'injure any racial, religious or other group?' Whether you feel that they do or do not, you would be rendering a public service, first, to the broadcasting companies, and second, to the American public, by making a ruling on the matter.

"In case they have escaped your attention, may I say that in a somewhat cautious and subtle manner, in a style which is not unfamiliar to me, since I became acquainted with it some years ago when I was living in Germany, Father Coughlin is coupling in his own mind and in the minds of his hearers, Judaism with atheism and with communism. . . . .

"It would seem to me, in view of your statement of policy last month, to be fitting that the Federal Communications Commission should analyze these broadcasts, the groups that are supporting them and demanding that they be continued on the air and the effect they are having on American public opinion.

"I am aware that the Federal Communications Commission is constrained, and rightly so, by the Act which created it, from censorship.

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During the past few years, the American people have been faced with a series of crises which have tested their courage and their faith in the future of their country.

It is the duty of every citizen to stand by his country in times of such crisis, and to do so with a clear conscience and a firm belief in the principles which are the foundation of our free society.

In view of the fact that the American people have been faced with a series of crises which have tested their courage and their faith in the future of their country, it is the duty of every citizen to stand by his country in times of such crisis, and to do so with a clear conscience and a firm belief in the principles which are the foundation of our free society.

It is the duty of every citizen to stand by his country in times of such crisis, and to do so with a clear conscience and a firm belief in the principles which are the foundation of our free society.

The American people have been faced with a series of crises which have tested their courage and their faith in the future of their country. It is the duty of every citizen to stand by his country in times of such crisis, and to do so with a clear conscience and a firm belief in the principles which are the foundation of our free society.

It is the duty of every citizen to stand by his country in times of such crisis, and to do so with a clear conscience and a firm belief in the principles which are the foundation of our free society.



"Nevertheless, it issues or withhold its licenses to broadcasting networks on the basis of whether the radio is serving "the public interest, convenience and necessity". And on several occasions it has been led to reprimand broadcasting companies because of the nature of their programs. We all recall the fact that when Mae West went on the air with a rather ribald script called 'The Garden of Eden', the Federal Communications Commission called for records of the program, demanded a hearing, and issued a reprimand to the broadcasting company responsible for the number, and threatened to take it into account in considering the renewal of licenses for all stations that carried it. . . .

"And finally, does the Federal Communications Commission believe that the truth or untruth of a statement of fact transmitted over the radio is a matter affecting 'public interest, convenience and necessity?'

"If it does, then it would seem to me that Father Coughlin's recent broadcasts might be investigated from the viewpoint of whether or not what he has been saying is true, or whether he is disseminating misquotations and misrepresentations."

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An endless chain of pickets composed, police said, of 1,800 persons, marched Sunday around the block in which Station WMCA, New York, is located, according to the Associated Press. Many carried placards demanding the Rev. Charles E. Coughlin's speeches be carried again by the station. WMCA barred the Detroit radio priest on November 27 when he failed to submit an advance copy of his speech. The American Patriots, Inc., sponsored the picketing.

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#### I. T. & T. INCOME \$6,155,819 FOR NINE MONTHS

Consolidated net income of the International Telephone & Telegraph Company as set forth in a statement to stockholders this week, amounted to \$6,155,819 as compared with \$7,044,070 for the nine months ended September 30, 1937.

Gross earnings including gross profit on sales amounted to \$49,559,953 as compared with \$46,271,243 for the corresponding period in 1937. However, taxes increased by \$1,156,218 and as a result of the further decline in the U. S. dollar value of certain foreign currencies, the income account for the 1938 period includes a net foreign exchange loss, mainly in value of net current assets, of \$1,619,483 as compared with a net exchange profit of \$492,200 for the same period in 1937 as set forth in the notes to the statement of income accounts. Total interest charges of the corporation and subsidiaries increased \$993,960, principally as a result of subsidiary company financing. The interest charges of the corporation will be reduced upon the retirement of the corporation's ten-year 4½% convertible debentures due January 1, 1939.

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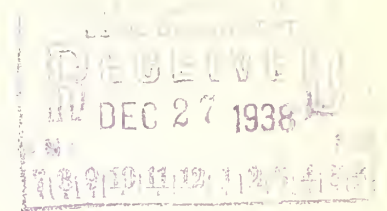




# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.



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## FCC FINDS "CENSORSHIP" REPORTS TOO HOT TO HANDLE

The Federal Communications Commission this week postponed action on two contrary reports from its own Committee on program complaints recommending new policies for handling cases that border on censorship.

At the same time the Commission, finding the issue politically hazardous regardless of the action taken, refused to release the Committee reports.

While members involved declined to discuss the reports, it was learned that one report has been submitted by Commissioners George Henry Payne and Eugene O. Sykes, as a majority of a three-man committee, and another by Commissioner T.A.M. Craven as the minority.

The FCC, finding the reports too hot to handle for the time being, postponed action until after the first of the year. There were some indications it might delay a decision indefinitely unless forced to act by the Committee itself.

The majority report is understood to suggest merely minor changes in the procedure of handling program complaints by the Legal Department, leaving the Commission free to clamp down on stations which broadcast programs that arouse public protests.

The majority report, it is reported, proposes an entirely new policy of non-interference and strict observance of the non-censorship provisions of the Communications Act.

Under this procedure the FCC would not punish or reprimand a station for a broadcast as it did the National Broadcasting Company for the Mae West-Charlie McCarthy program. It would make recommendations to proper governmental agencies whenever a station was believed guilty of violating the laws against broadcasting obscene or indecent language, conducting lotteries, or carrying false advertising.

Then stations would be left free to exercise their own judgment and censorship providing they maintained a strict freedom of speech over the air and kept their programs generally above public criticism.

The censorship issue has been full of dynamite for the Commission ever since Chairman Frank R. McNinch took office due to his insistence that the Commission crack down on stations whose programs brought complaints from listeners.





The first instance of indirect FCC "censorship" was the Mae West case, for which NBC was given a stern rebuke and stations were told the incident would be held against their records.

Subsequently, the FCC called NBC stations to account for the broadcast of Eugene O'Neill's Pulitzer-prize play, "Beyond the Horizon", but later abruptly dropped the matter when newspapers joined broadcasters in labelling the action the most dangerous form of censorship.

Consequently, when the Orson Welles, "The War of Worlds" broadcast occurred, all of the Commissioners except Chairman McNinch shied away from the matter, and the Commission finally announced that it would take no action as none was necessary.

Meanwhile, the National Association of Broadcasters has taken the lead in a move within the radio industry to police radio programs. The matter was discussed at length by the Board of Directors of the National Association of Broadcasters last week and committees are to be appointed shortly to make a study and report to the NAB convention next July in San Francisco.

It is generally expected, moreover, that the question of radio censorship will come up for debate at the approaching session of Congress and that attempts will be made to amend the present law.

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#### ZWORYKIN GRANTED BASIC TELEVISION PATENT

Fifteen years after he had applied for it, Vladimir K. Zworykin was granted a basic patent on the electronic television system he developed by the U. S. Patent Office this week. The patent has previously been denied, but the action had been reversed by order of the U. S. Court of Appeals for the District of Columbia.

The electronic system has been generally adopted by all experimenters in the television field, displacing the original mechanical system. Television receivers which are being made to be placed on the market next Spring, it is understood, are of the electronic type.

Just what affect, if any, the belated granting of a patent to Dr. Zworykin will have on the industry was not immediately apparent.

Dr. Zworykin applied for the patent Dec. 29, 1923, four years after emigrating here from Russia. At the same time he assigned his patent to the Westinghouse Electric and Manu-



facturing Company of East Pittsburgh, which now controls the rights. The patent contains forty claims covering the "tele-eye", on which the transmission centers, other phases of transmission and the receiver.

The tele-eye, or cathode ray vacuum tube, containing a screen with myriad photo-electric elements and a "gun" generating an electronic scanning beam. The tele-eye makes an electrical image which, because of the scanning beam, can be broadcast by radio waves as a succession of impulses. The receiver turns these impulses into an image that can be seen on a fluorescent screen. The beam gives this system its name, electronic.

The New York Times, in explaining the patent, said:

"Dr. Zworykin turned from mechanics to nature for his inspiration in the development of his 'iconoscope', or 'electric eye', which simulates the human eye by means of an electric 'retina' and 'optic nerve'.

"The inventor announced the perfection of his instrument in 1933 after most experiments with television had functioned through the use of a revolving mechanical disk which broke up the image into parts for transmission. The 'electric eye', which was the culmination of ten years of intensive research, 'saw' the image as a whole, just as the human eye does.

"The 'iconoscope' consists of 3,000,000 tiny photo-electric cells so small that they can be seen only under a microscope. The 3,000,000 cells are held in a mica sheet four by five inches, with 10,000 crowded into the space of one square centimeter. The whole is enclosed in a vacuum tube sixteen inches long and eight inches in diameter.

"As a counterpart to the iconoscope, which corresponds to the human eye, there is a kinescope, the receiving instrument corresponding to the human brain. Both have one element in common, a cathode-ray tube, which emits a powerful beam of electrons. But instead of the mica sheet with the 3,000,000 photo-electric cells, the kinescope has a fluorescent screen on which the image is reproduced.

"The iconoscope takes the light from an object through an ordinary motion picture camera lens. Inside the cathode ray tube an electron beam playing on the 3,000,000 cells transfers the image into electrical energy in the form of short radio waves. The waves are picked up by the cathode ray tube of the kinescope and transformed back into light energy in the form of the original image.

"In some respects, the artificial eye is more sensitive than the human eye. It can 'see' wave-lengths of the invisible spectrum such as ultra-violet and infra-red, thus making it a 'superhuman eye' which can be used for a microscope with a range of vision far beyond the limits of other microscopes.

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## FCC STUDYING TELEGRAPH POLICY, SAYS JETT

The Federal Communications Commission is studying the question of thorough-going telegraph regulation with a view to determining the position this country should take at future International Conferences on the subject, Ewell K. Jett, Chief Engineer of the Commission disclosed this week.

Speaking before an American Bar Association group at the Mayflower Hotel, Lieutenant Jett emphasized necessity for "giving serious consideration to the question of telegraph regulation".

Senator White, Maine, Chairman of the United States delegation to the International Telecommunications Conference at Cairo, Egypt, last Winter, in a report on the Conference said nothing had done more to militate against this country's influence at such conferences than the attitude of aloofness toward telegraph regulation.

Senator White pointed out that this country's refusal to go along with other countries in telegraph regulation had been due to the policy "not to invade the field of management and operations".

A resolution offered by Louis G. Caldwell, urging Senate ratification of the Radio Regulatory Convention adopted at Cairo, was voted.

Gerald C. Gross, Chief of the International Section of the FCC, reported on the recent radio conference at Guatemala City.

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## FCC HEARS ORAL ARGUMENT IN WLW CASE

The Federal Communications Commission on Thursday listened for nearly three hours to Duke M. Patrick, counsel for Powel Crosley, Jr., argue for renewal of the super-power experimental license of Station WLW, Cincinnati.

Some fifty questions were asked by the Commissioners with some indication that Chairman Frank R. McNinch and Commissioner Paul Walker might support the recommendation against renewal by the three-man committee.

Commissioner T.A.M. Craven, a member of the committee and a technical expert, challenged Mr. Patrick to produce evidence that WLW's proposed program of research and experimentation will be likely to contribute substantially to the art of broadcasting.





He also asked for evidence to indicate that WLW needs 500 KW. to carry forward its experimentation. His intimation was that the experiments could be made just as well with 50 KW.

Mr. Patrick called attention to the sun spot cycle and asserted that the super-power is needed to overcome this interference.

While the Committee did not make the profits of WLW an issue in its decision, Mr. Patrick challenged the right of the FCC to regulate or control a radio station's rates. His challenge brought an immediate response from Chairman McNinch, who indicated he held a different view.

There was no indication as to when the Commission will come to a decision in the WLW case.

Meanwhile, it was learned that the same Committee which recommended discontinuance of WLW's experimental license will make a report around January 15th on the proposals that the FCC rules be amended to eliminate the 50 KW. power limitation.

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#### FCC HINTS AT AD CONTROL IN MONOPOLY PROBE

Members of the Federal Communications Commission conducting the chain-monopoly investigation, hinted at possible control of radio advertising as the inquiry was recessed Wednesday over the holidays.

Roy C. Witmer, NBC Vice-President in Charge of Sales, was questioned closely by the Commissioners, as well as William J. Dempsey, FCC counsel, regarding the network's policy as to advertising on the air.

The cross-examination was significant in view of the fact that Senator Wheeler (D.), of Montana, recently warned the industry that unless steps are taken to reduce commercialism on the air that he will sponsor legislation to require it by law.

Commissioner Eugene O. Sykes asked Mr. Witmer how much time in a quarter hour program should be allowed for commercial announcements.

Mr. Witmer stated that the National Broadcasting Company had no written policy regarding the length of commercial announcements and that he believed the interesting manner in which it is presented should be the basis for control.

Some advertising that takes only a minute is "terrible", he said, while other commercial announcements that are spread over several minutes are "interesting".



Mr. Witmer cited a number of products that cannot be advertised over NBC in support of his contention that the network considers good taste and its listeners in signing advertising contracts.

Such products as cathartics, antiseptics for bad breath, reducing foods or beverages, hair restorers or dyes, products which claim to remove wrinkles, fortune telling or character analysis based on handwriting, cemeteries, hard liquors, wines, and champagnes, and physicians and dentists may not be advertised on the network, he said.

The loss to NBC runs into several millions, he said.

"That is balanced by the cost you have of counter-acting the bad reaction", commented Commissioner Paul Walker.

Mr. Witmer also pointed out that the percentage of commercial advertisements on the air is less than the percentage of advertising in the nation's newspapers and magazines. The latter run about 40 percent advertising and 60 percent editorial matter, he said, whereas commercial programs on the air constitute only 34.5 percent of the time.

The NBC Vice-President was also questioned about "puffing" or exaggerated claims by advertisers, the plugging of movie stars, talks on controversial subjects during commercial periods, and children's programs.

Asked whether he thought political talks should be sponsored, Mr. Witmer said:

"I don't think a speech by the President should be sponsored."

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NAB BACKS WMCA IN COUGHLIN CASE; FCC SILENT

The National Association of Broadcasters this week issued a statement under the name of Neville Miller, President, endorsing in principle the refusal of Station WMCA, New York, to carry the talks of the Rev. Charles Coughlin.

At the same time Frank R. McNinch, Chairman of the Federal Communications Commission, declined to comment on the Coughlin case, Mr. Miller's statement, or the "open letter" to him from Dorothy Thompson, newspaper commentator.

"Broadcasts inciting racial and religious hatred are an evil not to be tolerated", Mr. Miller said.





"Radio has become a new force of tremendous power and influence in our life. It must be used in the public interest and not subjected to irresponsible abuse", he continued.

"The particular problem which we confront today is that of preserving the precious right of freedom of speech. However, the same Constitution which guaranteed us freedom of speech, also guaranteed other rights, such as freedom of religion, and in protecting one right we must not violate other rights.

"The right of free speech is a right which extends to every American citizen. It is a right which broadcasters interpret as one requiring that equal opportunity be available for the expression of honest divergence of opinion. But in administering this responsibility, we must also be cognizant of the fact that radio by its very nature reaches all classes of our fellow citizens, regardless of race, religion or conviction, and that there is no obligation to broadcast a speech which plays on religious bigotry, which stirs up religious or racial prejudice or hatred. Such a speech is an abuse of the privilege of free speech and unworthy of American radio.

"It must also be recognized that broadcasters are responsible under the law of our land for anything that may be said over their facilities which is libelous or slanderous. In a number of instances suits have been filed and judgments have been rendered against broadcasters in favor of the aggrieved, where libel or slander was proved. These decisions have placed the responsibility for libel or slander squarely upon the broadcaster.

"No obligation of free speech or of public service could justify broadcasters in allowing this great new social force to strike at the harmony of the nation. In a country of many races and many religions amicably dwelling together, broadcasts inciting racial and religious hatred are an evil not to be tolerated. In these troubled times throughout the world, there is a great need for national unity. And in the hearts of the vast majority of our people I believe there is a great yearning for unity.

"The responsibility for the content of programs rests upon the broadcaster; to determine what is in the public interest requires the exercise of an informed and mature judgment. He is well within his rights to demand an advance copy of any proposed radio talk. He is well within his rights to close his facilities to any speaker who refuses to submit it. He is well within his rights to refuse to broadcast a speech plainly calculated or likely to stir up religious prejudice and strife.

"Such action is merely an act of good stewardship, distinctly in the public interest, and is not an abridgment of the right of free speech. The situation parallels the example once given by the late Justice Oliver Wendell Holmes of the United States Supreme Court, where he declared that free speech did not give a man the right to yell 'fire' in a crowded theatre.



"The responsibility to accept or to reject broadcast material is one placed squarely on the shoulders of the American broadcaster. It is up to him to evaluate what is and what is not in the public interest. This responsibility the American people have delegated to him in his license to operate a radio station. The National Association of Broadcasters will defend his right to discharge that responsibility."

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## RMA URGES TREASURY TO DROP RADIO TAX

Continuing its campaign to remove the 5 percent excise "nuisance" tax on radio, the Radio Manufacturers' Association has asked the Treasury Department to recommend complete repeal of the radio tax. The tax will expire June 30 next year unless continued by Congress.

A special RMA committee appointed by President A. S. Wells held a conference with Treasury officials presenting numerous reasons and data for discontinuance of the 5 percent tax next June. Representing the RMA at the Treasury conference were President Wells, Director A. H. Gardner, of Buffalo, Chairman of the Special RMA Tax Committee; James M. Skinner, another Director of RMA, and John R. Howland, of Philadelphia; J. McWilliams Stone, of St. Charles, Illinois, another RMA Director; Robert R. Kane, of Camden, N.J., and Bond Geddes, RMA Executive Vice President.

Since the RMA conference at the Treasury Department, Under Secretary Hanes has responded that the representations made by RMA "will be given careful and sympathetic consideration by the (Treasury) Department in the course of its study of present revenue structure". However, Senator Barkley, of Kentucky, Democratic leader, has conferred with President Roosevelt and discussed continuance of all "nuisance" taxes.

In urging the Treasury Department to recommend to Congress that the 5 percent tax be allowed to terminate on June 30, the RMA said, among other things:

"Radio is the universal public communication service and should, like the press, be free of any tax burden. Newspapers and magazines enjoy a mail subsidy, and the long established government policy of keeping public communications free and unburdened has just been endorsed by the President through reduction of postage on books, etc.

"Radio is a universal necessity, in general public use, and not a luxury. Less than one percent of receiving sets sold could possibly be classed as a 'luxury'.

1. The first part of the report is a general introduction to the subject of the study. It discusses the importance of the subject and the objectives of the study. It also mentions the scope of the study and the limitations of the study.

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## THE SECOND PART OF THE REPORT

The second part of the report is a detailed description of the methodology used in the study. It discusses the data collection methods, the data analysis methods, and the results of the study. It also mentions the limitations of the study and the conclusions of the study.

The third part of the report is a discussion of the results of the study. It discusses the findings of the study and the implications of the findings. It also mentions the limitations of the study and the conclusions of the study.

The fourth part of the report is a conclusion of the study. It summarizes the findings of the study and the implications of the findings. It also mentions the limitations of the study and the conclusions of the study.

The fifth part of the report is a list of references. It lists the sources of information used in the study.

The sixth part of the report is a list of appendices. It lists the additional information provided in the study.

The seventh part of the report is a list of figures. It lists the figures provided in the study.



"Repeal of the selective discriminatory 'nuisance' tax on radio would remove a burden from the service of radio to the consuming public, tend to increase sales of dealers and distributors, as well as manufacturers, increase broadcast listeners, and provide an immediate needed business stimulus. Radio taxes discontinued or repealed would be entirely or largely passed on to the public.

"Radio and the press are the two great mediums of mass communication. Radio reaches a greater number of people, many of them exclusively, and is a larger and growing influence, with facsimile, television, and other new developments approaching rapidly. The policy of the Treasury Department and Congress is to eliminate special 'nuisance' excise taxes as rapidly as possible, and we earnestly submit that the excise tax on radio, imposed on public communication, should not be continued but should be allowed to lapse when the law expires June 30, 1939."

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#### CHANGE IN POLICE FREQUENCIES UNDER CONSIDERATION

The Federal Communications Commission is considering making a shift in short-wave frequencies assigned to police services, it was disclosed this week with the release of a duplicate letter sent to all licensees of zone and inter-zone police stations.

"The Inter-American Arrangement Concerning Radio Communications adopted at Havana in December, 1937, among other things, provides for the move of the amateur band covering frequencies lying between 1715 and 2000 kilocycles to the frequencies lying between 1750 and 2050 kilocycles", the FCC explained. "One of the purposes to be achieved by this shift is to make more frequencies available above 1600 kilocycles in order to adjust certain interference problems involving state police radio stations, United States Government stations, and certain stations authorized by the Canadian Government. It is expected that this shift of frequencies will also result in the reduction of interference to the existing state police stations.

"You will note that the three frequencies 2036, 2040, and 2044 kilocycles now available for intra-zone communication are involved in this problem. It is being found very difficult to find replacement frequencies for these three in the band immediately adjacent to 2050 kilocycles.

"Reports reaching the Commission indicate that there is a possibility that these frequencies could be replaced by higher frequencies to the general benefit of the police radio-telegraph system. One suggestion is that the three frequencies in the 2800 kilocycles band (2804, 2808 and 2812 kilocycles) be made available primarily for intra-zone communication; and the





"day only" restrictions be removed from the frequencies 5135, 5140 and 5195 kilocycles and that they be made available primarily for interzone communication, and secondarily for intra-zone communication as at present, and that three new frequencies be allocated of the order of 7000-8000 kilocycles on a 'day only' basis primarily for interzone communication, and secondarily, for intra-zone use.

"Under the terms of International Agreements, it is recognized that frequencies above 5000 kilocycles are particularly valuable for long-distance communications, and, therefore, they may only be assigned for domestic communication on the condition that no interference is caused to the service of other countries. The usual practice adopted by the Commission to insure this condition being met is to assign frequencies with a 'day only' or other appropriate restriction as to period of use, giving consideration of the propagation characteristics of the frequencies. Therefore, if the 'day only' restriction is removed from the frequencies in the 5100 kilocycle band, it will be necessary to place a restriction on them that they are not to be used in a manner to cause interference to the service of another nation. It is believed that if their use is restricted to the distances contemplated by the rules and regulations, these frequencies may be used with freedom without a great probability of interference. However, should interference occur, additional restrictions would have to be applied.

"Investigations indicate that 7480, 7805, and 7935, kilocycles may have some possibility of being available for the proposed police radiotelegraph communications. Before this matter is acted upon by the Commission, however, it is desired that day-time listening tests be conducted in the various police areas of the country to determine the suitability of these frequencies for interzone use in lieu of the lower frequencies. Reports on these tests should be mailed the Commission as soon as feasible under the circumstances and should contain the date, hour and frequency of each listening test, an estimate of the intensity and character of signals heard, the identity of the station heard if possible, and any other pertinent information that may be of value.

"Before taking action on this matter it is desired to receive your comments based on your experience in the use of radiotelegraph, and as it is necessary that the arrangements for the use of frequencies be shortly placed into effect, we request that your reply be expedited. It is also desired that you advise the Commission of your willingness to relinquish the frequencies now assigned between 2000 and 2050 kilocycles in order that the shift of the amateur band to 2050 kilocycles may be made at the earliest practicable date in accordance with the provisions of the Inter-American Agreement."

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TRADE NOTES

The Federal Communications Commission this week repeal-  
Telegraph Division Order No. 24; adopted sections 343.01, 343.02,  
and 343.03, of Federal Communications Commission Regulations  
embodying the requirements of that order; and approved a revised  
form for reporting traffic damage claims in accordance with the  
provisions of Section 343.02.

The Radio Corporation of America on last Wednesday  
night inaugurated a program on Station WMAL, Washington local to  
the District of Columbia. It was labelled "Radio Center Open  
House" and will be carried weekly.

The Midland Television, Inc., of Kansas City, Mo.,  
conducting resident courses in radio and television and corres-  
pondence courses in those subjects and in airline radio opera-  
tion, has entered into a stipulation with the Federal Trade  
Commission to stop using in advertising matter representations  
in the form of purported testimonials or otherwise, the effect  
of which is to convey the impression that the writers or authors  
of such testimonials studied airline radio operation as students  
of Midland Television, Inc., or obtained employment as students  
of Midland through that organization's efforts, when such are  
not the facts.

New officers, elected on a temporary basis by the  
Columbia Broadcasting System for the American Record Corporation,  
were announced by the network this week. Pending appointment of  
permanent executives, the following temporary officers will head  
American Record Corporation; Adrian Murphy, President; Frank K.  
White, Treasurer; C. C. Boydston, Assistant Treasurer; Ralph F.  
Colin, Secretary.

Richard C. Hoyt, radio technician, who kept in daily  
communication from New York with the Byrd Antarctic expedition  
in 1934 for the Mackay Radio and Telegraph Company, with whom he  
was employed, died Tuesday in the Mount Vernon, N. Y. Hospital  
of injuries suffered when he fell under a train of the New York,  
New Haven & Hartford Railroad. He was 35 years old.

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DUE TO THE CHRISTMAS HOLIDAYS AND THE FACT THAT THE  
GOVERNMENT OFFICES WILL BE CLOSED, THERE WILL BE NO RELEASE  
OF THIS SERVICE ON TUESDAY, DECEMBER 27TH.

R. D. HEINL







# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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## NEW CONGRESS SEEN TAKING KEEN INTEREST IN RADIO

An over-hauling of the Communications Act and a thorough investigation of the Federal Communications Commission and the radio industry appear likely during the 76th Congress, which convenes on January 3.

While it is too early to determine what support such proposals will have either in the House or the Senate, radio and the FCC seem sure to stir up considerable debate.

That President Roosevelt has decided not to give the right-of-way to Thomas G. Corcoran and others who have been studying FCC reorganization was indicated last week in announcement that the Chief Executive has warned department heads to leave the job of drafting legislation to Congress.

This statement, it is believed, will definitely forestall any definite Administration plan for an FCC shake-up. However, it will not prevent any "suggestions" for reform or any "inspired" bills from congressional friends of the New Deal.

The first probe into FCC activities, including the "purge" directed by Chairman Frank R. McNinch, will be conducted behind closed doors early next month.

Members of the House sub-committee that handles the FCC budget plan to put several of the commissioners on the grill, it was learned, and to lay the groundwork for further inquiry by Congress.

This sub-committee is headed by Representative Woodrum (Democrat), of Virginia, a friend of the Administration, however, and includes Representative Wigglesworth (Republican), of Massachusetts, arch-critic of the FCC in the past.

Senator Wheeler (Democrat), of Montana, chairman of the powerful Senate Interstate Commerce Committee, which handles radio legislation, has already indicated his dissatisfaction with certain aspects of the radio industry.

A resolution demanding a broad investigation of radio will be reintroduced by Senator White (Republican), of Maine, best informed member of either house on radio matters.

Because of the unpopularity of the word "purge" in congressional circles the McNinch "house cleaning" is apt to come in for close scrutiny and some debate.



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Censorship, whether by the FCC or broadcasters, is expected to be more clearly defined before the session ends because of the confusion that has been apparent in recent months. Whether this will take the form of an amendment to the Communications Act or not is conjectural at this time.

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#### WHEELER RAPS NAB STATEMENT; COLUMNIST TO DEFENSE

Broadcasters were a bit alarmed and somewhat confused this week by a sharp attack from Senator Wheeler (Democrat), of Montana, on an earlier statement by Neville Miller, president of the National Association of Broadcasters, on freedom of speech over the air.

Miller had said in a formal statement, interpreted as upholding Station WMCA, New York, in barring the Rev. Charles E. Coughlin from the station's air waves, that the radio industry could not tolerate "abuse" of freedom of speech over the air.

"Who is Mr. Miller that he should set himself up to say when free speech should be denied to any citizen of the United States?" the Senator asked.

"What special knowledge does he possess that he can judge when I or any one else abuses free speech?"

"In times of hysteria which sweeps this country there are always those superpatriots who believe they are destined to regulate the actions and the speech of their fellowmen."

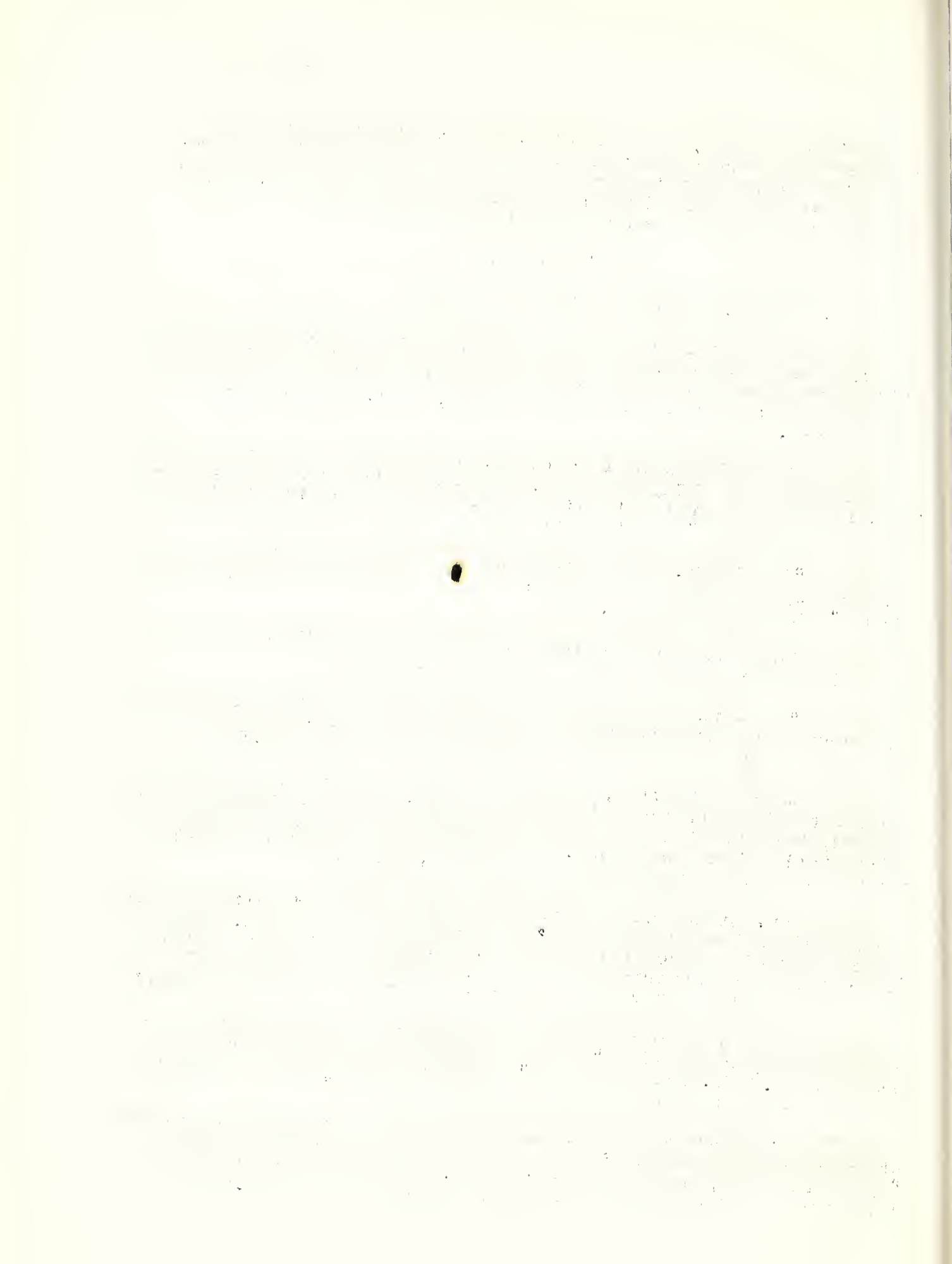
In an interview, Senator Wheeler declared he did not agree with the political views of Father Charles E. Coughlin, for example, but said that "if Father Coughlin is intolerant, any radio station that would prevent him from speaking because it disagreed with him would be equally intolerant."

Mr. Miller had declared that broadcasts "inciting racial and religious hatred" were an "evil not to be tolerated." The Association of Broadcasters said Mr. Miller made his statement "in response to inquiries from member stations concerning the broadcasting of controversial radio talks by religious leaders."

The responsibility to accept or reject material prepared for the radio lies "on the shoulders of the American broadcaster," Mr. Miller said, "and it is up to him to evaluate what is and what is not in the public interest."

Senator Wheeler contended that opposition to continuation of Father Coughlin's broadcasts was a manifestation of "hysteria which, unless it is checked, is very apt to lead us into war with Germany or some other totalitarian power."





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The Montanan asserted also that "high public authorities should not seek to inflame the public mind or create hysteria," but that they could not be denied the right to express their views.

Striding restlessly about his office, he added, "But whatever any politician may think, this country is in no mood for war."

He suggested that if broadcasters were to take the responsibility for preventing abuses of freedom of speech, some groups might want to prevent Secretary of the Interior Ickes from "constantly making remarks about foreign affairs and attempting to stir the country up to the breaking point of diplomatic relations."

It wasn't a question of agreeing or disagreeing with a speaker's views, Senator Wheeler said, but "if a radio station can censor in one particular, it can do so in all particulars."

David Lawrence, newspaper commentator, a few days later in his copyrighted column asserted that both Senator Wheeler and Miller were right in their views of radio censorship.

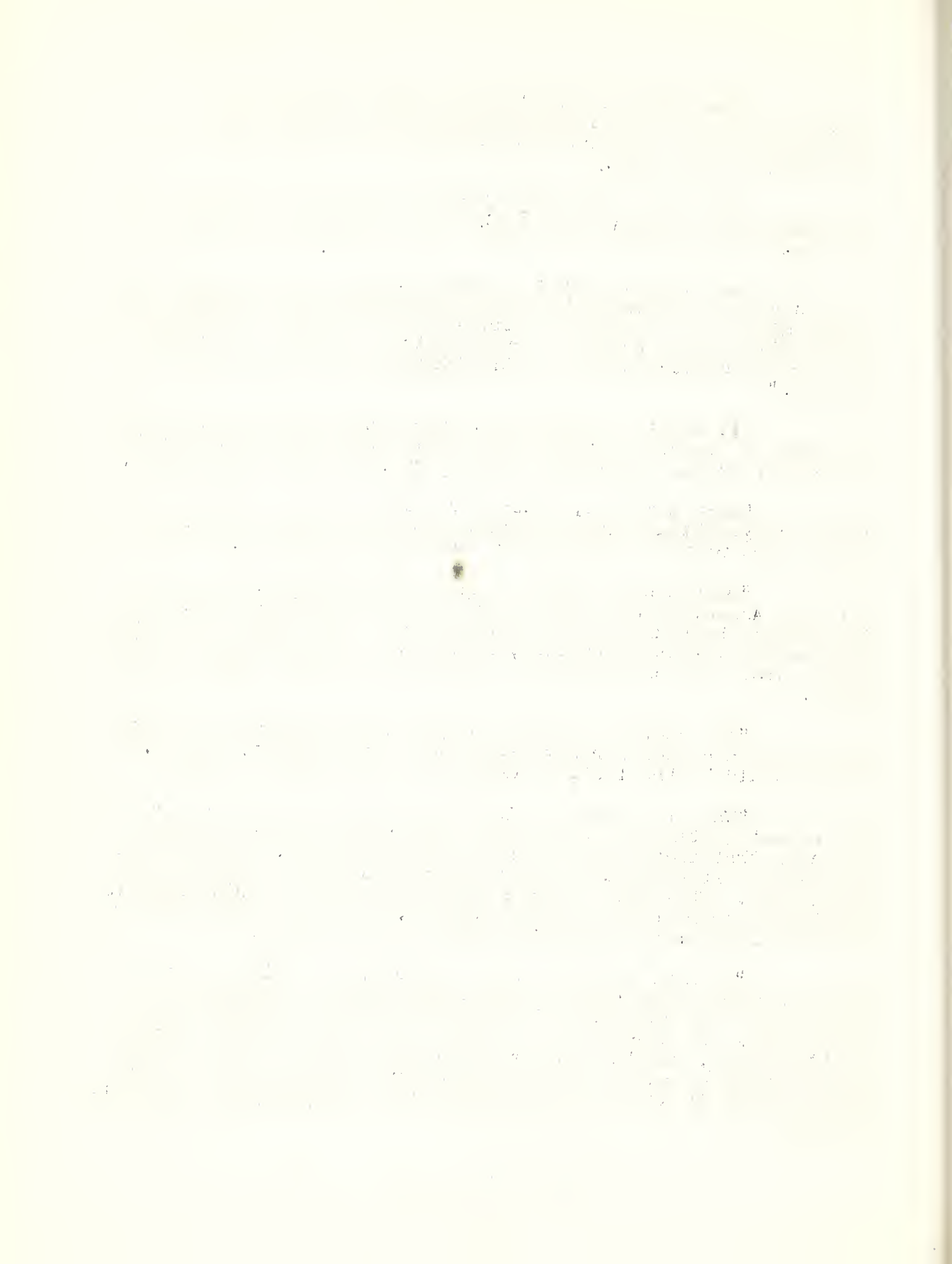
"Both Senator Wheeler and Neville Miller, head of the National Association of Broadcasters, are right--that is, each is talking about different aspects of the same problem when they discuss the latest controversy over censorship of radio stations which permit speeches inciting racial or religious hatreds", he wrote.

"The Montana Senator doesn't want anybody to set himself up as a censor for any group of radio stations, and Mr. Miller would be the last, no doubt, to essay such a role.

"What the National Association of Broadcasters did in its recent meeting was to discuss ways and means of avoiding speeches that incite religious and racial hatred. Associations of editors often discuss what they think is good or bad for newspapers. They have at times discussed whether crime news is a help or hindrance to social progress. They have discussed what to do about news of commercial sports and the like.

"So now, when the trade association of broadcasters takes up what to do about speeches that promote religious or racial hatreds, it doesn't mean that radio has imposed a legal censorship. It means that each and every radio station may do as it pleases, but that customs will arise among radio stations, just as they do among newspapers, to avoid issues that tend to involve them in unnecessary controversies and sometimes in litigation."

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## LARGEST LOUD SPEAKER PLANNED FOR WORLD'S FAIR

The Radio Corporation of America is building "one of the largest loudspeakers ever constructed" at the New York World's Fair--using the Perisphere as the horn of the instrument, according to the New York Times.

The huge speaker, which will be used to provide music at the Theme Center of the fair, is but one of the many powerful sound distribution and reproducing systems being supplied by the corporation for the exhibition grounds.

According to announced plans, a battery of thirty-six high and low frequency sound reproducers will be installed in a large concrete chamber below ground level at the base of the Perisphere, which with the 700-foot Trylon has become the symbol of the exhibit.

This chamber, which is entirely concealed from view, will couple the reproducers to the horn created by the Perisphere and the surrounding ground surface, forming a horizontal 360-degree circular speaker. The massive unit is being designed to cover the audible range of sound from 20 to 10,000 cycles. It will reproduce sounds so low that in the lower register "they will be felt rather than heard," according to the announcement.

According to Alexander Fisher, president of RCA's New York sound-distributing division, "no comparable unit has ever been built before because a large sphere has never before been available."

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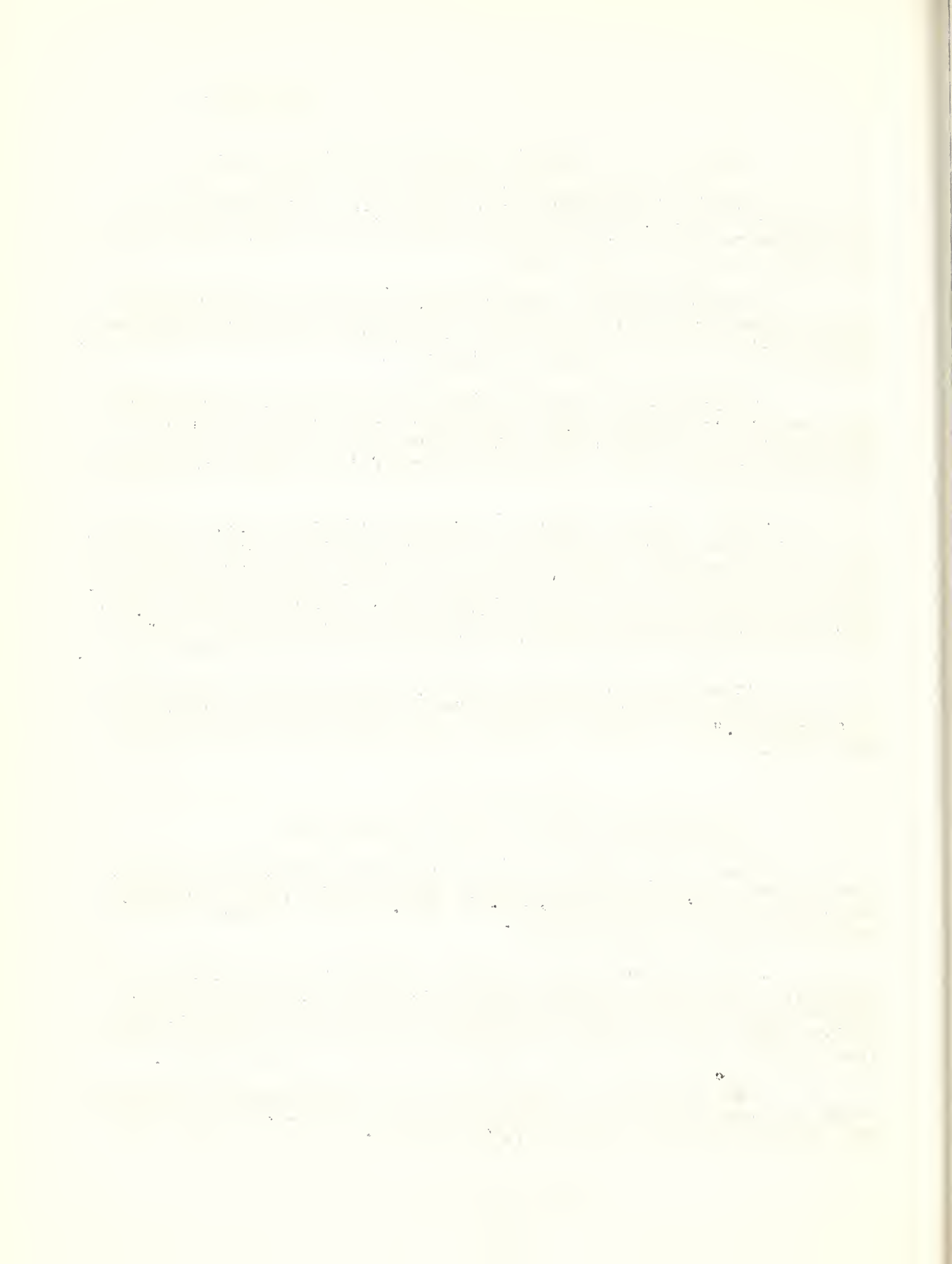
1938 GROSS INCOME OF NBC \$38,432,170

The gross income of the National Broadcasting Company for 1938 was estimated this week by Mark Woods, vice president and treasurer, at \$38,432,170.87, a 6.1 percent increase over the previous twelve-month period.

This figure represents the official gross income of the company. The yearly billing figures, however, represent gross client expenditures before deduction of discounts. In arriving at the gross income figure, discounts as well as company revenue from sources other than time sales are taken into account.

For purposes of comparison, the eleven-months cumulative total of gross billings for 1938 was \$37,575,607.00 a rise over the same period last year of 7.3 percent.

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12/31/38

WJSV and KSTP GET 50 KW. EACH ON 1460 KC.

The highest power allowed broadcasting stations under commercial licenses was granted two stations late last week by the Federal Communications Commission. The stations - WJSV, of Washington, and KSTP, of St. Paul, Minn., -- both operate on 1460 kc.

The FCC pointed out in its grounds for decision that the increase in power will diminish if not eradicate the mutual interference between the two stations. KSTP has been using 25 kw. daytime and 10 kw. at night, while WJSV operates on 10 kw. at all hours.

The decision, forecast several weeks ago, completely changes the location of Station WJSV, which began as a Virginia outlet. Its new transmitter will be built in Montgomery County, Md., although the studio will remain in the National Capital.

The FCC action gives Washington its first high-power radio station. There are 35 stations with 50,000 watts power in the country.

Harry C. Butcher, vice president of the Columbia Broadcasting System, which operates WJSV, stated that the cost of the station changes will amount to \$270,000. Construction of the new transmitter will start when authorization of the new order becomes final, according to A. D. Willard, jr., WJSV manager.

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#### FLAMM SEES NEW RADIO "EDITORIAL POLICY" IN 1939

The New Year will find radio one step closer to the "free expression of an editorial policy based upon democratic ideals", according to Donald Flamm, president of WMCA, New York, who recently established a precedent by cutting the Rev. Charles E. Coughlin off the air for alleged anti-Semitic utterances.

"During the early part of last year, radio was shying away from 'stunt' broadcasts in favor of programs appealing to the public desire for education and information", he said.

"That was the beginning of a social consciousness heretofore unknown in radio. As the year went on, this growing responsibility of management placed additional problems before broadcasters in the airing of programs which were controversial in nature.

"The year 1939 will find these problems increased as radio management seeks a policy for their expression consistent with public welfare. In this connection there will probably be some definite position taken regarding the differences between fact and opinion. There can be disagreement on opinion; as a

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matter of fact, a healthy democracy thrives on such disagreement. But there can be no disagreement about the facts upon which the opinion is based. Radio will, in its evolutionary stage, discover that it has a moral obligation to its audience to prevent distorted or untrue facts from being broadcast.

"The usual disclaimer of responsibility broadcast before and after any controversial subject does not eliminate the moral responsibility of the station to insure accuracy of fact. Such a disclaimer is useless because any injury to public thinking which misrepresented or distorted information may inflict, is already accomplished once the broadcast is permitted without benefit of refutation.

"Obviously, radio is emerging into that realm of public education where it must dedicate its powers to the preservation of democracy. In line with this thought, it will eventually adopt a fearless editorial policy which by virtue of its pronouncement will stand as refutation for any distortions of fact or misleading propaganda. But here enters the question of liability, a question still unsolved in the legislation of the country."

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#### NEW RULES FOR RADIO OPERATORS ADOPTED

Adoption of a revised set of rules governing all classes of commercial radio operator licenses was announced this week by the Federal Communications Commission. The new rules, which apply to 40,000 operators of ship, broadcast, police, aviation, special emergency, point-to-point, forestry and other stations, except amateur, are a composite of the original proposals and the evidence produced at the informal hearings held before the Chief Engineer of the Commission during the summer. These hearings were attended by representatives of practically all branches of radio communication.

Of particular importance to the operators is the deletion under the new rules of the former proposal concerning the applicant's mental, moral and physical qualifications.

Other features of the new rules are the adoption of the previous proposal of the Committee which set 21 years as the minimum age for first class radio telegraph operator licenses. Provision is also made for the renewal of operator licenses on the basis of employment, credit being given for service obtained as an operator in lieu of taking the examination for renewal of license.

The new rules change the title of radiotelegraph and radiotelephone third class operator licenses to restricted radiotelegraph and radiotelephone operator permits. This change was necessary because certain misinformed employers acted on the assumption that the license issued by the Commission, regardless





of class, technically qualified the holder to make adjustments on the transmitter, whereas the examination for the former third class radiotelephone operator required no technical knowledge of this kind. The commercial operators also expressed resentment at the recognition of non-technical licenses in the same general category as licenses representing highly skilled technicians.

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#### HOUSE WIRED FOR SOUND; NO BROADCASTS YET

The House of Representatives has been wired for sound, it was disclosed this week as members began assembly for the 76th session. Periodic broadcasts from the chamber, however, are not planned immediately, it was said.

Workmen have put the finishing touches to a public address system described by David Lynn, Capitol architect, as the "most up-to-date in existence."

Two previous attempts have been made to so equip the House but were abandoned because, Representative Cannon (Democrat), of Missouri explained, many members got the impression they were to be used to broadcast proceedings of the House to the Nation. Leaders feared most of the 435 House members would want to make a speech every day.

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#### WALKER DISSENTS AS FCC REJECTS SEATTLE REQUEST

Holding that a municipality should be given preferential treatment, Commissioner Paul Walker last week filed a dissenting report after the Federal Communications Commission rejected an application of the City of Seattle, Washington, for a construction permit to build and operate a coast harbor radio telephone station.

Answering each of the Commission's grounds for decisions, Commissioner Walker challenged the FCC contention that to grant the application would be inconsistent with its own policy and regulations.

"I feel that where there is conflict with the policy of giving cooperation with and effectiveness to the administration of the duties of public bodies", he said, "this commission should find a basis for reconciliation of the two."

Commissioner Walker pointed out that shipping is one of the major industries of Seattle.

"I feel that this case merits careful consideration from a point of view not mentioned in the statement of facts, grounds for decision, and order, which is that the applicant is a municipality, representing a community or public as distinguished from a commercial interest," he stated.

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12/31/38

## COPENHAGEN SEES TELEVISION DEMONSTRATION

Two television trucks from the Philips Company of the Netherlands have spent ten days in Copenhagen demonstrating the latest developments in television, according to the U. S. trade attache. The trucks are equipped with 2 ultra-short wave senders for pictures and sound respectively. They also carry two antenna masts as well as amplifiers, control apparatus, etc., and equipment for broadcasting sound films by television. The public followed the broadcasts with the aid of three television receiving apparatus which projected the pictures on a dull glass screen measuring 50 cm. by 40 cm. Broadcasts are made on wave lengths of 6.7 and 7.2 meters. Politiken, a Copenhagen newspaper, sponsored the exhibition.

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## CROSLY TO ERECT EXHIBIT AT NEW YORK FAIR

Crosley Corporation of Cincinnati signed a contract this week for three-quarters of an acre of space on the grounds of the New York World's Fair.

According to Powel Crosley Jr., corporation president, who participated in the contract-signing ceremony at the fair grounds, an exhibit hall and broadcasting studio will be erected.

The broadcasting studio will be used by Station WLW of Cincinnati to present direct broadcasts from the fair to most of the Middle West. WLW is owned by the Crosley Corporation.

Mr. Crosley said plans for the construction of the hall and studio were nearing completion and that construction would get under way within two weeks.

Grover A. Whalen, fair president, expressed his pleasure at having the Crosley Corporation as an exhibitor. He said he was particularly pleased with the company's broadcasting plans.

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## JAPANESE DEVELOP STATIC-FREE TELETYPE

A wireless teletype has been discovered which overcomes static and will transmit one Japanese letter in eight segments at a speed of about three 1,000th of a second, as well as a 5,000-letter per second telegraph receiver, which may be of some military value, both developed by communications engineers, according to the Japan Advertiser.

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12/31/38

## WORLD-WIDE S-W RECEPTION SEEN BY 1950

World-wide short-wave reception for all listeners will be an accomplished fact by 1950 in the opinion of F. W. Ogilvie, director general of the British Broadcasting Corporation.

"Short-wave and ultra short-wave broadcasting is only beginning" he told the British Radio Manufacturers Association recently. "But in view of the astonishing progress which has been made in this field in the last two or three years, would it be rash to suggest that before this century has passed its half-way mark short-wave reception from one side of the world to the other may become as generally accessible to the ordinary listener as medium-wave reception is at home today?"

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## RUMANIA IMPOSES "SUBSCRIPTION" TAXES ON RADIOS

On January 1, 1939, owners of radio receiving sets in Rumania will be assessed "subscription" taxes by the Rumanian Radio Broadcasting Company, according to a new tariff drawn up by the Ministry of the Interior.

Annual subscriptions vary from 360 lei for crystal sets to 780 lei for residential tube sets. Higher rates are prescribed for public places and lower rates for peasants. The tariff also provides extra charges for supplementary outlets from the same radio and annual subscription fees for radio companies selling through traveling representatives, radio stores and repair shops. The stores and repair shops are in 3 categories: those in municipalities, those in urban centers and those in rural communities.

The only exemptions provided are for sets belonging to blind persons, certain charitable institutions and the rest houses of the Tourist Offices.

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## ITALY ESTABLISHES RADIO UNIVERSITY

A radio university has been started by the Italian Ministry for Popular Culture, in conjunction with the Ministry of Education and Relations abroad, according to World-Radio. Its main purpose will be to assist listeners to study Italian, and, after an elementary course of instruction, there will be lectures on Italian literature and culture generally.

The radio university courses will coincide with the academic year, at the end of which there will be examinations for foreign listeners who have been taking the course. The prizes offered include a free trip to Italy for students gaining the highest marks.

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1. The first part of the report deals with the general situation of the country and the progress of the work during the year.

2. The second part of the report deals with the results of the work done during the year. It is divided into two sections: the first section deals with the results of the work done in the field, and the second section deals with the results of the work done in the laboratory.

### 3. Results of the work done in the field

The results of the work done in the field during the year have been very satisfactory. The work has been carried out in accordance with the plan laid down at the beginning of the year, and the results have been in good agreement with the expectations.

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 ::: TRADE NOTES :::  
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The nation's first aluminum concentric transmission cable, an innovation in radio engineering, is now being installed at the transmitter of Station WTAM, Cleveland, according to an announcement by the National Broadcasting Company. The new cable will complete a \$50,000 improvement program begun at the station last year, which also includes the building of a 470-foot antenna of the vertical radiator type. The conductor, regarded as a noteworthy improvement over wire lines suspended by poles, limits power radiation to the antenna itself, and eliminates the spurious radiation of harmonics from the transmission line before the radio signal reaches the antenna. Energy loss due to heat generation also has been reduced to a minimum.

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Mrs. Helen S. Mark, widow of Leroy Mark, president of the American Broadcasting Company, operator of station WOL, Washington, who died recently, has been named to succeed him as head of the company in a general reorganization of the executive officers. Others named are William B. Dolph, executive vice president and general manager; W. L. Shaffer, treasurer, and A. J. Jett, secretary.

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J. J. Devine & Associates, newspaper special representatives, announced this week that it would discontinue its radio station representation division at the end of December and would thereafter represent only newspapers. J. J. Devine, president of the firm, stated that increasing competition between radio and newspapers made it impractical for a sales organization to represent both. Mr. Devine said the majority of the 21 stations he had represented were newspaper-owned and after Jan. 1 would be represented by Burn-Smith Company, Inc., New York.

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H. E. LeRoy, formerly executive assistant to the vice president in charge of engineering and research of the R.C.A. Manufacturing Company's engineering and research division, has been appointed manager of the company's reorganized special apparatus manufacturing division, G. K. Throckmorton, president announced yesterday. A. L. Pipper, formerly manager of the standardization department, takes Mr. LeRoy's place and H. C. Shepard, formerly a member of the standardization department, takes Mr. Pipper's post.

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Eleven food accounts, four petroleum accounts, four drug accounts and two tobacco accounts are among the 22 which have been renewed with the National Broadcasting Company since December 1. All take effect during the last week in December or the first week in January.

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12/31/38

# I. T. & T. ASSOCIATE GETS DANISH CONTRACT

Standard Electric Aktieselskab, associated company of the International Telephone and Telegraph Corporation in Denmark, reports that it received from the Danish authorities, the order to supply all studio equipment for the new Broadcasting House to be erected in Copenhagen. This will be one of the largest radio centres in Europe. Among its features will be a concert hall to accommodate 100 musicians, and a grouped system of studios for putting together dramatic productions so that the various components of a play may be segregated for finer volume and quality control but handled visually by a common directing staff.

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## LITTLEPAGES FORM LAW PARTNERSHIP

Thomas P. Littlepage, Sr., and John M. Littlepage, who handle considerable radio litigation, announced this week the formation of a partnership as of January 1.

Joining them in the partnership are William A. Porter, Thomas P. Littlepage, Jr., and A. Rea Williams. The firm name will be Littlepage, Littlepage, Porter, Littlepage & Williams, with offices in the Bowen Building, 815 Fifteenth Street, Washington.

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The FCC this week revoked a previous order revoking the amateur station license of Theodore V. Fabian, of Pittsburgh, on the ground that the defendant in a case involving violation of Sections 301 and 310 of the Communications Act had pleaded nolo contendere instead of guilty.

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A construction permit for a new broadcasting station at Williamson, W. Va., to operate on 1370 kc. with 100 watts daytime was granted this week by the FCC.

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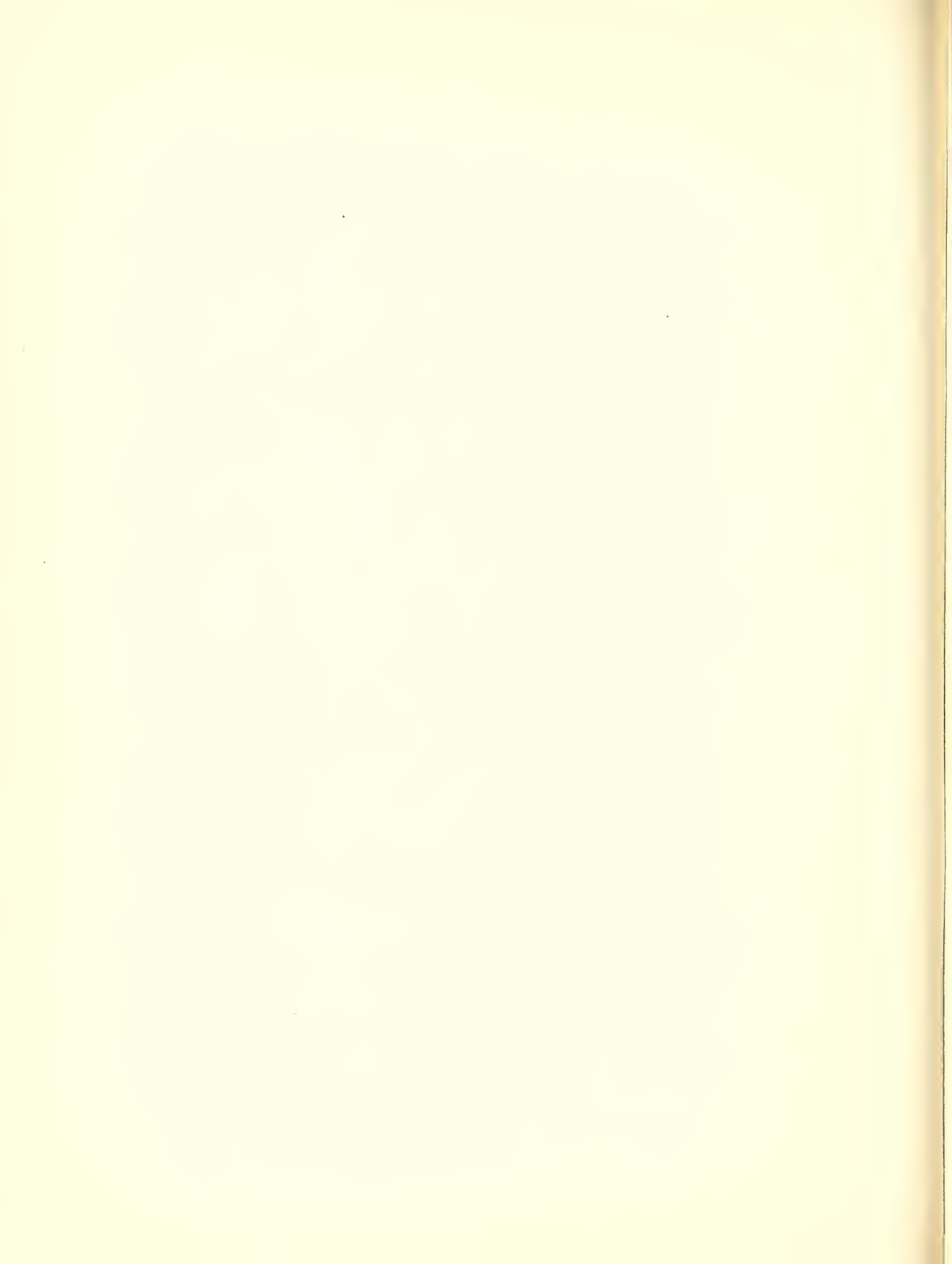
DUE TO THE NEW YEAR HOLIDAYS, THERE WILL BE NO RELEASE OF THIS SERVICE ON TUESDAY, JANUARY 3rd.

R. D. HEINL.













Heinl Radio Business Letter,

July - Dec. 1938

July - Dec. 1938

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